

5 PRECISION WAYS TO WIN MORE 'BEST FIT' BUYERS

& build a Strong Business

on High Value Clients



Who this Resource is for?

CEOs and CMOs of technology companies who:

- **Feel that marketing isn't delivering** the high value leads you want
- **Are tired of the uncertainty**, 'fluffiness' and low ROI of marketing
- **Want a precision process** that cuts through the marketing hype.

This resource shows you 5 precision ways to build your business on 'Best Fit' clients who are high value, easy to satisfy and profitable to serve:

1. Define your Best Fit Clients
2. Know the Persona behind the Buyer
3. Understand what Content Buyers want
4. Create and Deliver it
5. Don't forget your Website.

Define Your Best Fit Clients

1

What does an Ideal Client look like?

Think about your top 10 Client Organisations and what makes them ideal.

Are they easy to satisfy and work with, are they profitable to serve, do they pay on time, do they readily refer you?

Sure, these are clearly ideal outcomes, but what makes the clients ideal? It's their Best Fit with what you do.

Key Takeout

Ideal Clients are always the Best Fit
for your service, products and company.
The reverse is true too.

Action Steps

1. List 10 Clients who meet the above and ask:
 - What features do they have in common?
 - Why did they choose you?
 - What triggered the need for you?
 - Who did you beat last time?
 - Where are you at risk now?

See Example next slide

Example

1

What Do Your Top 10 Clients have in common?		
Organisation names	What they have in common	Why they chose you last time
1 Company X	Vertical, size, location, complexity	Technology, service, reputation
2		
3...		
...10		
Event(s) that triggered need	Competitor(s) beaten	Vulnerabilities now
1 Legislation change	DIY In-house	New person in DM role
2	Competitor 1	
3...	Competitor 2	
...10		

Know the Persona behind the Buyer

2

Do you know what makes your Buyers (decision-makers and influencers) really tick?

Have you ever thought about their jobs and the criteria on which they're judged? If you understand the person behind the role – the Buyer Persona – it will be easier to satisfy and convert them into clients.

Key Takeout

Buyers of technology are people just like you. They have roles, responsibilities, hopes and fears.

Action Steps

1. List the 3-5 most common titles of Buyers (e.g. CIO, CFO, CEO)
2. For each of them, list:
 - The 3 fears that keep them awake at night
 - The 3 alternatives they could choose
 - The drawbacks of these alternatives
 - How you remove fears/overcomes drawbacks.

See Example next slide

Example

Buyer Persona 1: CIO

2

Alternative 1: DIY In-house		
What 3 questions keep him awake at night?	Drawbacks of this choice?	How do YOU solve this problem without the drawbacks
How will I ensure releases on time?	May be even harder to ensure	Automation, control and process
How can I keep costs and delays down?	Costs may be reduced but time and unreliability will increase	SaaS model reduces costs; automation ensures timely delivery
How will I show initiative and keep my job?	Unreliability may negate value from initiative	Control and agility assured, freeing him up to focus on value-adding
Alternative 2: Competitor 1		
Alternative 3: Competitor 2		

Understand what Buyers Want

3

Do you know how Buyers choose between your company and competitors?

Have you considered what's going on in Buyers' heads when they receive emails from you or your competitors - and what moves them to action?

If you know your Buyer Personas inside out, you can give them what they want, when they want it, in the format they want and where they want to consume it.

Key Takeout

Buyers of technology are humans.
They want to be satisfied and convinced
not sold to.

Action Steps

1. Create a table with axes for Buyer Personas and Stages of Readiness or Buyer Journey
2. Fill in each cell with the burning question bothering each Buyer
3. For each question, fill the content you have and what need.

See Example next slide

Example

Buyer Persona 1: CIO

3

Buyer Journey Stage	What's his burning question?	What do you have?	What do you need?
Unaware	Who can tell me more about this issue I've heard about?	Infographic	Blog Posts, White Paper
Understanding	Does it relate to me and does it affect me?	Video	ebook
Seeking	What solutions are around that solve this problem?	Data sheet	Use Case
Comparing	Who else had this problem and solved it?	Case Study	Feature Comparison
Deciding	Which of these vendors understands me best?	Proposal	ROI Calculator

Create & Deliver Your Content

4

Do you know when and how Buyers want to hear from you?

You now know which Buyers want what sort of content and when. Now it's just a matter of creating and delivering it at the right time for each Buyer Journey stage.

For greatest return for least effort, prioritise your segments; don't try to create and distribute content for everyone. Test, tweak and learn.

Key Takeout

Content creation requires process.
Content delivery requires automation.

Action Steps

1. Create a content creation schedule and assign roles.
2. Create short, compelling emails to tie them together
3. Automate email campaigns with triggers based on responses
4. Press 'Send' and wait for the responses. It won't take long for those who are ready
5. For those who aren't, keep them warm with infrequent, high quality content until they are.

Don't forget your Website

5

Does your website speak directly to your Best Fit Client Organisations and Buyers?

Sure, your marketing collateral may now speak to Best Fit Buyers in their language about their problems, but what does your website say? Is it still 'one size fits all' selling to everyone?

Now you know how Best Buyers feel and what they want, It's time to position your company to get more of them - and exclude the rest.

Key Takeout

Don't try to be everything to everyone.
Only specificity will win Best Fit Buyers.

Action Steps

1. Define what your company does for Best Fit Clients
2. Help Best Fit Buyers find themselves and qualify themselves in
3. Focus on their problems, the alternatives and drawbacks, and your Best Fit solution
4. Make it easy for them to enter your funnel
5. Make it easy for non-Ideal Buyers to find themselves and qualify themselves out.

Spinoffs from Precision Processes

Apart from building your business quickly on high value clients, Precision Processes have spinoffs too.

Using precision processes you can:

1. Improve your marketing ROI by adding rigour, logic and templates
2. Equip your marketing team with the most precise tools for the job
3. Induct new team members into a precise marketing framework
4. Check performance of external marketing partners
5. Evaluate your own marketing processes against a proven standard.

About the Author



Hello, I'm **Tracey James**, Co-founder and Chief Marketing Strategist for Tech Torque Systems. I started out life as a 'techie' qualifying in Biotechnology, so I understand technical complexity but quickly found research tedious. I swapped to selling then marketing Biotech products for Merck and GE Health and later switched to IT, marketing software and hardware.

In the Tech Sector, I saw brilliant Australian companies failing to prosper because they had disjointed, unreliable marketing and selling processes. I co-founded Tech Torque Systems with Matthew Whyatt, combining his Precision Processes for Selling with mine for Marketing to create the first integrated system for fast growth in the Tech Sector. This checklist is part of that system. I hope you find it useful.



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