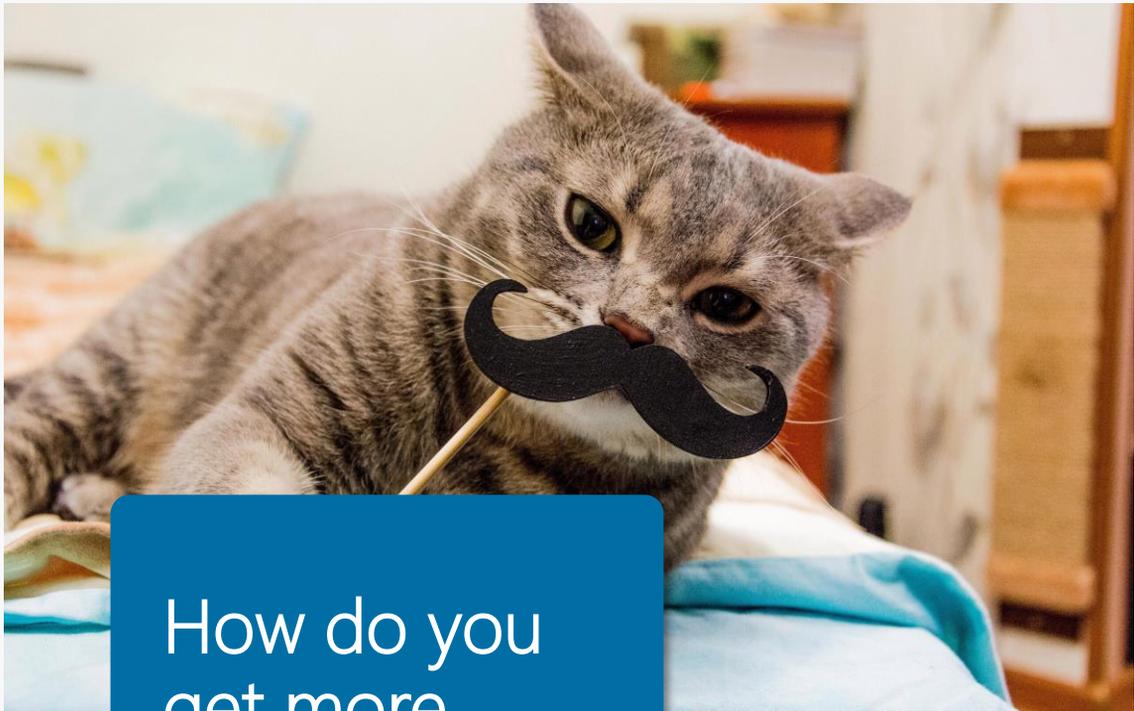


NEW RESEARCH FINDINGS

HOW WINNING B2B FIRMS SELL TO SENIOR EXECUTIVES WITHOUT SELLING

Jim Rembach
Certified Advisor
Influence to Action, Inc.



How do you
get more
leads?



How Winning B2B Firms Get More Senior Executive Leads

LinkedIn could be a fantastic platform to get leads from your ideal customers and clients.

As the world's largest business platform, there is no better place to capture leads and grow revenue.

Reach your ideal customers on the world's largest professional network.

4 of 5

LinkedIn members drive business decisions

2x

the buying power of average web audiences

#1

platform for B2B lead generation, rated by marketers

LinkedIn Brand to Demand Playbook

But are funny cat pictures or videos going to help you prospect and acquire more senior-level executive clients?

Before deciding how to respond, I suspect you might say, "I don't do that." Chances are what you are doing isn't generating the amount of leads you want either. Correct?

If you are like most B2B solution and service sellers, you have a strategy that contains too many common and outdated practices that undermine your success.

A close-up photograph of a young man with short brown hair and bright blue eyes, wearing a dark suit jacket, a light blue dress shirt, and a dark tie. He has a wide-eyed, surprised, or perhaps skeptical expression on his face.

Less Pain, More Gain

There is a better way.

This isn't a hypothesis; it's new yet time-tested. And senior-level leads from your ideal clients are more easily captured at an astonishing rate. No, it's not paid advertising, despite LinkedIn telling you differently.

This alternative is based on time-tested strategies with more than 2,500 clients. The method is established in fundamentals that have been modified to meet the needs of the post-COVID B2B marketing and sales realities.

Post- COVID B2B Marketing and Sales Reality

- Budgets have been decreased and spending limits moved up at least one level in the organization, so it is more difficult to reach a decision-maker. (Digital CMO)
- 90% of C-suite executives don't respond to impersonal B2B sales, choosing instead to engage more selectively with those they trust. (Harvard Business Review, Salesforce State of Sales Report)

This new method is 10 times more effective, 1/10 the cost!

“This is the most ethical shortcut I’ve ever seen that rapidly generates qualified leads in the long-run.” – Rick, Raleigh, NC

Who does this work for?

Virtually every type of service provider is getting results from this strategy.

It’s easier than ever before for buyers to learn about your services and solutions and keep those not ready to buy in your sales funnel.

When you have this type of control, **your sales pipeline is more predictable and less susceptible to wild swings.**



Sounds crazy, right? Not really.

All of these solution providers captured new leads **in 30-days or less:**

- **Oil & Gas Consulting:** 27 new leads
- **CRM Software:** 30 new leads
- **Telecom Provider:** 42 new leads
- **CEO Coach:** 53 new leads
- **Managed Service Provider:** 62 new leads
- **Risk Management Consultant:** 103 new leads

"The real value of this program is that long-term income stream and the value it increases my business by."

Jerry Lemar, Colorado Springs, Colorado

"The proof is in the pudding.....you were able to get us opportunities to make presentations and we were able to claim new business"

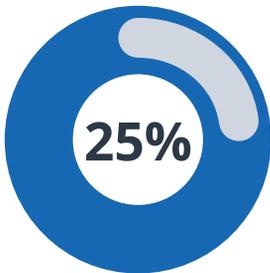
John Greene, Boston Massachusetts



Ongoing results

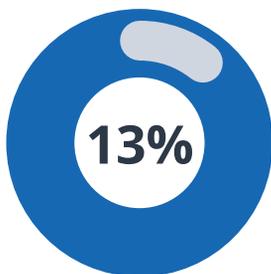
After several months, the lead generation and client acquisition metrics are some of the highest performing results of any program in our over twenty years of conducting lead generation programs.

Results from the highest performing programs.



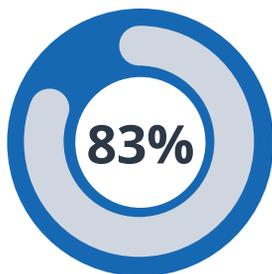
Opt-in

People that opt-in in.



Engagement

People that opt-in and follow through.



Lead Conversion

People that agree to a one-to-one meeting.

“

Firms with a consistent and effective lead generation system grow from 3 to 10 times faster and are up to 2 times more profitable than their competition.

WITH THIS PROGRAM



- Don't give away your trade secrets
- Don't create a lot of content
- Don't spend a lot of money & time on marketing

While there are many tools and solutions that you could leverage when prospecting and generating leads, nothing will perform better than this program in getting more leads faster and putting you in a position to get one-on-one meetings.

You will be able to:

- Stand out from the noise and make your competition irrelevant
- Become recognized as a unique and differentiated value creator by senior-level executives
- Have meaningful conversations with senior-level executives in your market on-demand and with no selling

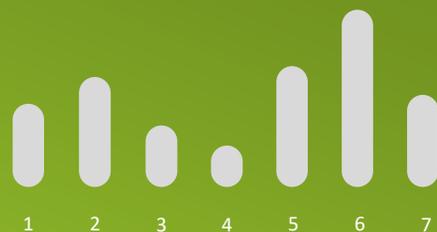
This proven strategy has been developed through rigorous testing and incorporating the latest research in behavioral science and meticulous analysis of B2B trends and buyer journeys.

This turnkey program is delivered as a managed service to help unlock explosive growth without spending more money, hiring, working harder, or more hours.

Are you interested in finding out more? Email jim@influencetoaction.com for a special invitation to our next workshop, or [click here](#) to schedule a complimentary consult.

[CLICK FOR CONSULT](#)

End Roller Coaster Sales Performance





About Jim Rembach

Jim Rembach's work has been featured by Harvard Business School Press, USA Today, NBC News, CBS News, Fox News, and Google News.



HARVARD BUSINESS
SCHOOL PRESS



CBS NEWS



Google News

INFLUENCE TO ACTION . COM

Jim Rembach is a business growth expert specializing in creating Dynamic Strategies using digital methods to build your brand and generate more leads. As the president of Influence to Action, Inc., his team provides services and coaching to start-ups, coaches, consultants, entrepreneurs, and SMEs to avoid the unintentional consequences of doing what everyone else is doing to stand out.

As a twenty-year veteran of using digital methods to generate sales, his Digital Biz Dev Optimization Formula has regularly increased performance, such as 365% more leads, 4x greater sales conversions, and 50% shorter sales cycles.

Jim is also a top-ranked podcasting host of the Fast Leader Show and the B2B Digital Marketer podcasts.

Jim is a Certified Emotional Intelligence practitioner, Certified Community Specialist, SEO Expert, Marketing Automation Expert, Certified Blogger, Online Learning Expert, and Empathy Mapping Expert. As an agency owner and coach, his work helps you find success with today's digital business imperative.

The work of the team at Influence to Action has been leveraged by firms like:

HP, Electrolux, Bank of America, Deluxe Financial Services, Habitat for Humanity, Ring, Amazon, SAP, IBM, Crowe, UBS, State Farm, Farm Bureau, Teacher Retirement of Texas, Rulai, Lyft, AutoZone, Fargo Electronics, GemTech, Omega Systems, ThyssenKrupp, Vision Brokerage, Zuma Centers, and TriCore.