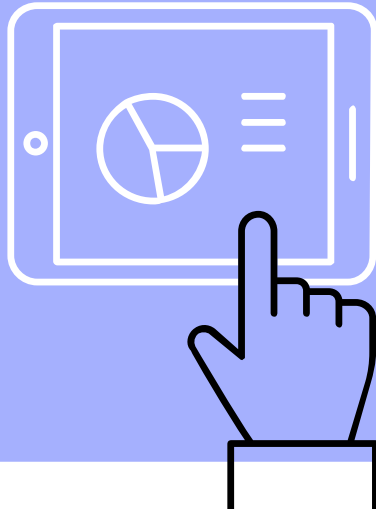
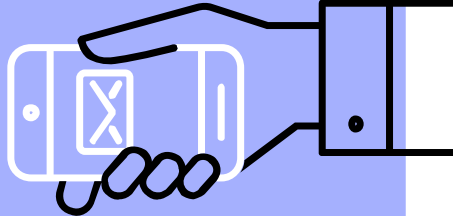


How we won new
business for a
Tree Group partner
using content



THE MAIN RESULT...



11 weeks to win

Short sales cycle

The customer

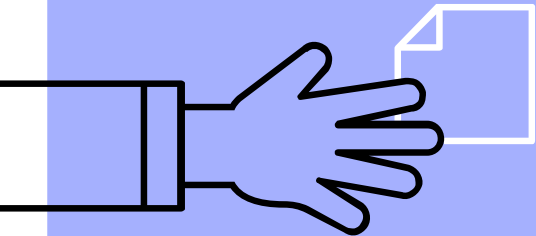
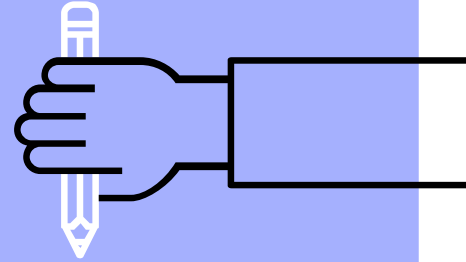
Major German OEM / GT3
manufacturer

The project

120+ cars to be built

1.

From lead to
opportunity
via LinkedIn

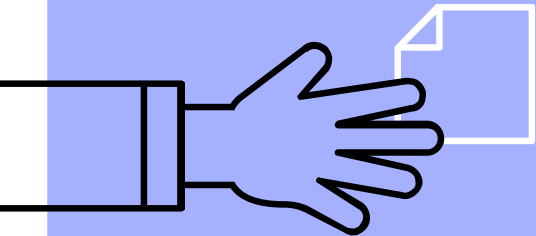
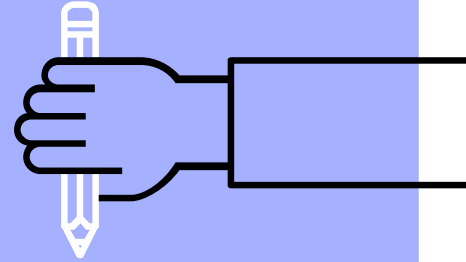


1. **First email sent** to highlight the product range
2. *The person opened that email 1 time*
3. **Second email sent** offering a free consultation and access to technical documentation (automated with a Hubspot sequence)
4. *The person opened that email 15 times*
5. **Third and final email sent** offering a site visit and recap of the product range (automated with a Hubspot sequence)
6. *The person opened that email 54 times and we got a reply*
7. As we got a reply, the sequence automatically stopped
8. **Now it's over to a salesperson** to progress the conversation

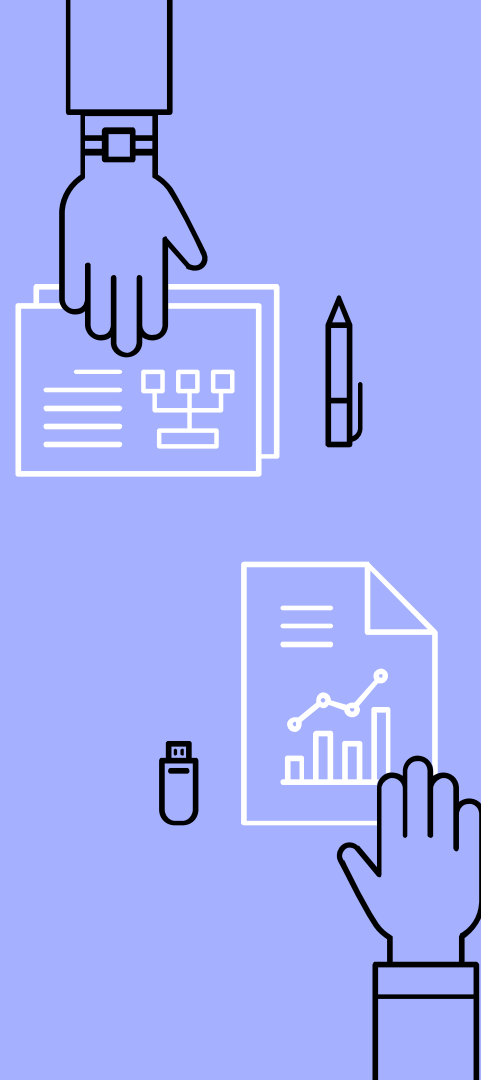


2.

From new
opportunity to
customer



13. **In the reply** we found out the company were building 120+ GT3 cars for a global customer base
14. Then we **emailed a recommendation** with links to helpful content
15. *This email was opened 15 times*
16. We followed up with a **phone call** to ensure the prospect had understood the information and to discuss how to move forward
17. We followed up with **technical calls / meetings** with key players
18. The first **order was received** (January 2020) - **11 weeks from lead to customer...**



WHY IT WORKS

- We use relevant and educational content to connect with and nurture leads
- We position our partners as thought leaders in their market/industry
- It takes 8-10 contact points (emails, phone calls, LinkedIn messages, social media messages, etc) to connect with potential buyers
- We use an inbound approach and let the buyers come to us

Any questions?

Start your new sales approach

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