

SalesGro



The Smart Way to
Acquire New Clients on LinkedIn



CLARITY

Overview



An experienced team of international professionals



ANDRÈ BEUKES

CBDO - NETHERLANDS



PETER HATTINGH

CEO Styleau - GERMANY



AMIT CHERNIAK

CFO - ISRAEL

The SalesGro Team

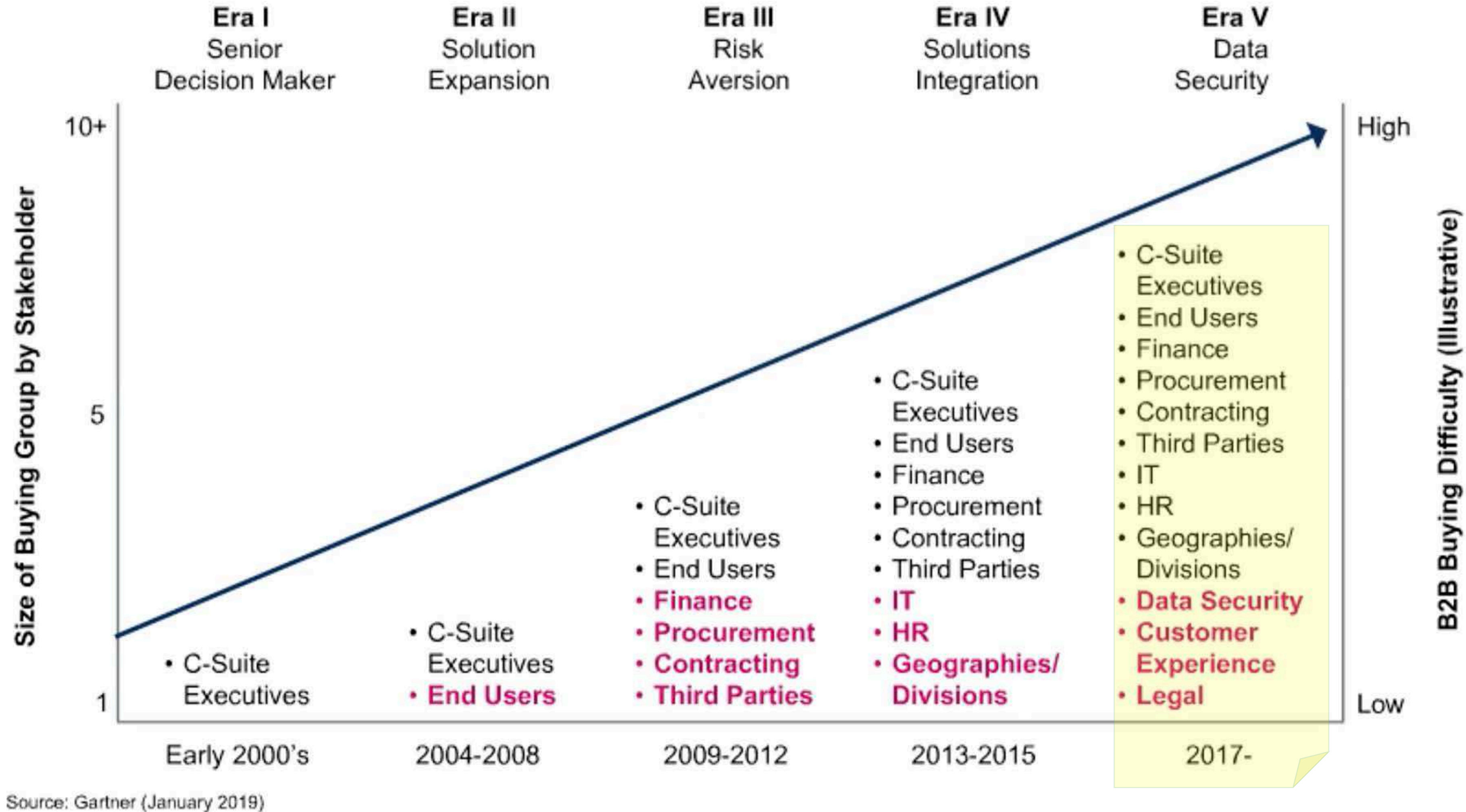
**With a professional team of digital sales experts and a network of global partners,
we assist companies in all aspects of growing their sales.**



The image features a high-speed, high-contrast photograph of a water splash. The water is captured in mid-air, creating a complex, crystalline structure of droplets and bubbles. Below the splash, a translucent, three-dimensional cube is visible, appearing to be the source of the splash or a component of the scene. The entire composition is set against a solid black background, which is peppered with small, out-of-focus white and blue particles, giving the impression of a microscopic or cosmic environment. A semi-transparent horizontal band across the middle of the image contains the word "COMPLEXITY" in a bold, teal-colored, sans-serif font.

COMPLEXITY

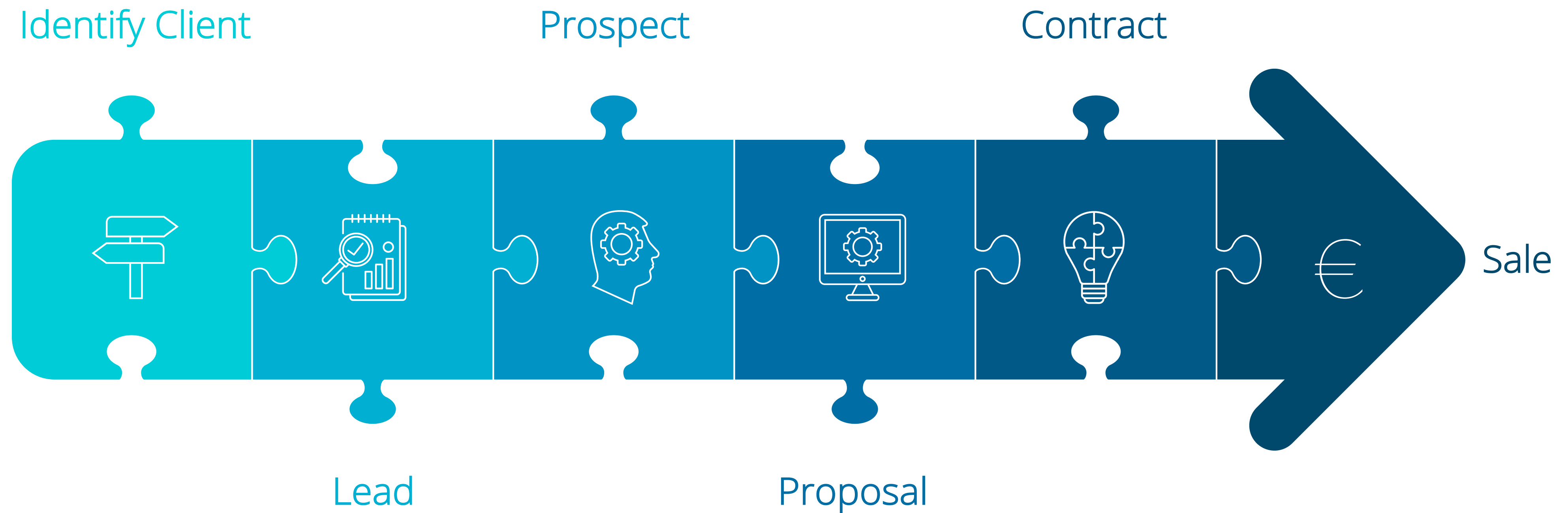
The State of Sales is about change and complexity



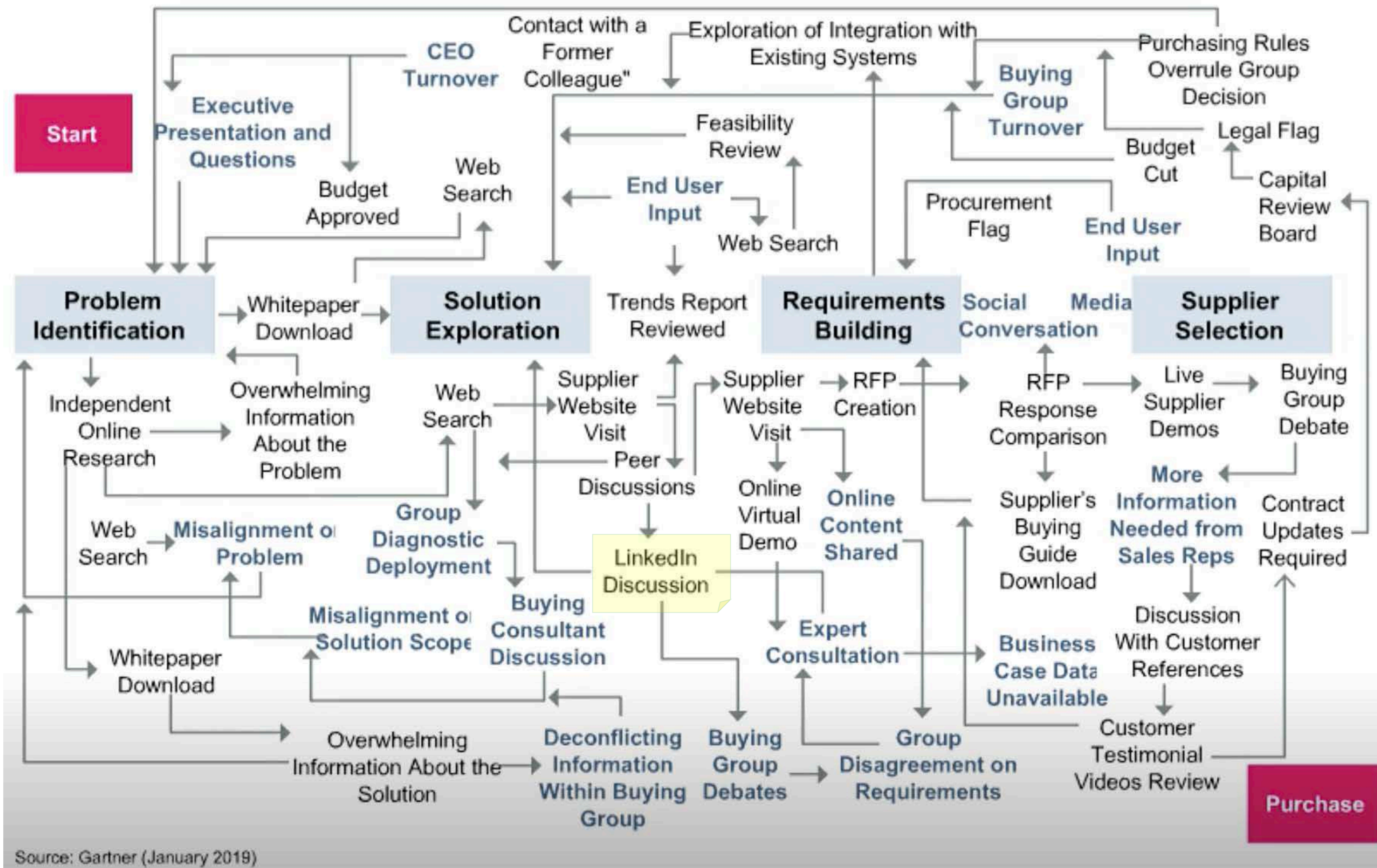
The B2B Buying Group / Center is Continuously Growing



The typical Sales Funnel – linear progression



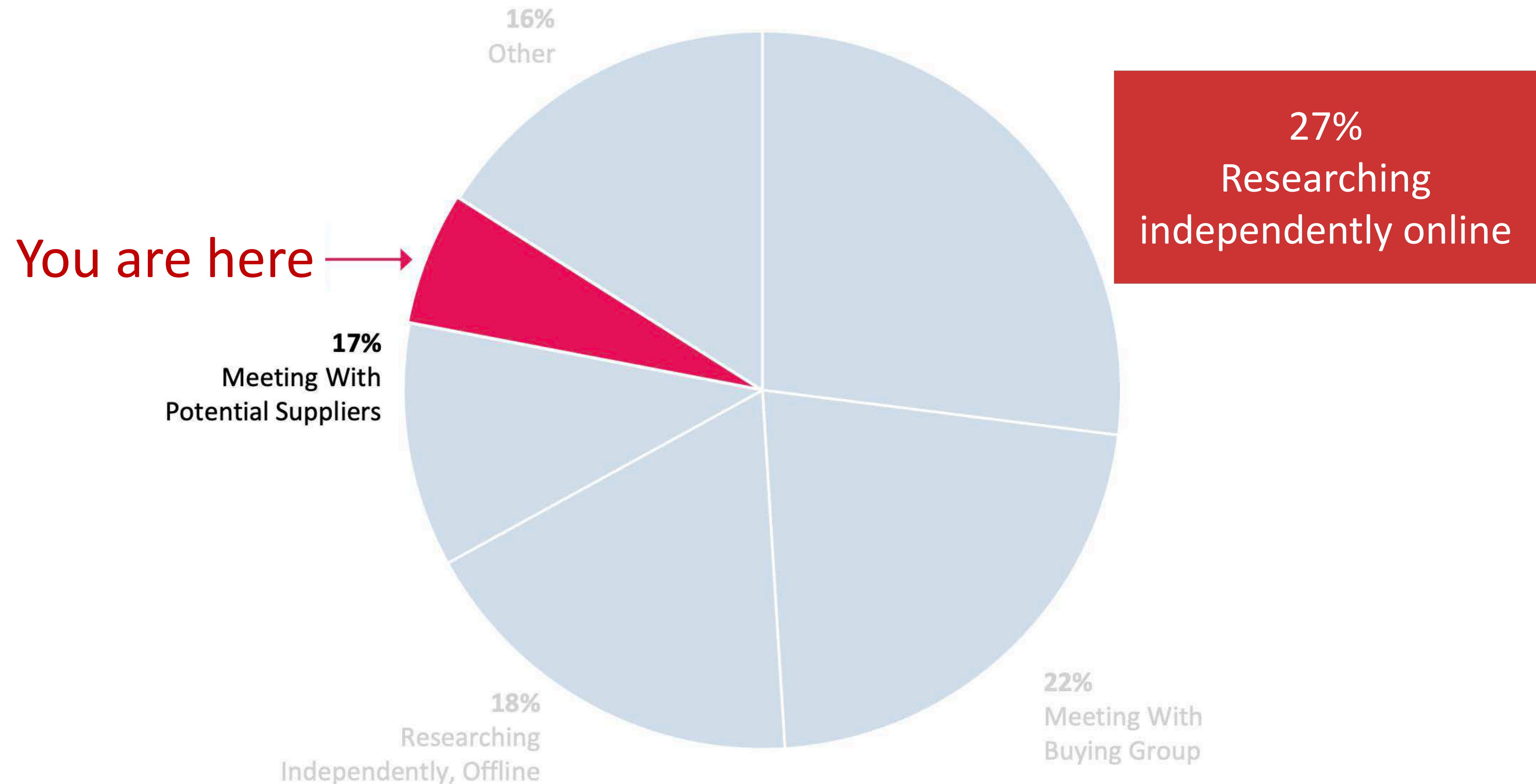
The Reality of the Buying Journey ...



A top-down view of a white ceramic bowl filled with spaghetti. The pasta is coated in a light-colored sauce and topped with several pieces of cooked meat, possibly pork or beef, and a generous sprinkling of black pepper. The bowl is set against a dark, textured background.

SPAGHETTI

Can you make a difference and influence the buying process?

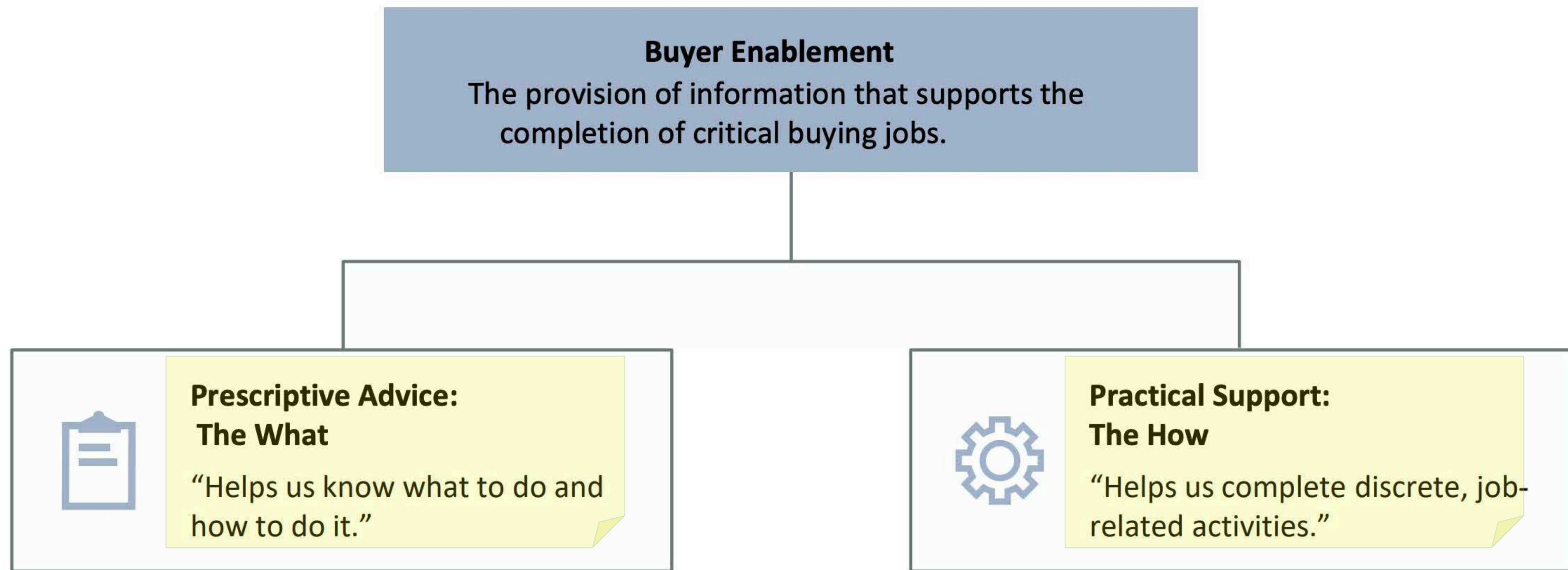


n = 750 B2B buyers

Source: CEB 2017 Digital B2B Buyer Survey



The Key Differentiators are Information and Trust



Source: Gartner (January 2019)

The Suppliers that provide:
the Right kind of **Information** to the Right **People** through
the Right **Channels** at the Right **Time**
Will have the Competitive Advantage



What do the People doing the Buying say?

45%

OF BUYERS
ARE SPENDING
MORE TIME
RESEARCHING
PURCHASES
COMPARED TO
LAST YEAR.

79%

SAID THERE ARE
BETWEEN ONE
AND SIX PEOPLE
INVOLVED IN
THE PURCHASE
PROCESS.

62%

NOTED A DESIRE
FOR SALES TO
DEMONSTRATE
EXPERIENCE WITH
OR KNOWLEDGE
OF THEIR
INDUSTRY.

52%

OF BUYERS SAID
LINKEDIN HAD
THE BIGGEST
IMPACT ON
THEIR RESEARCH
PROCESS.

2018 B2B Buyers Survey Report

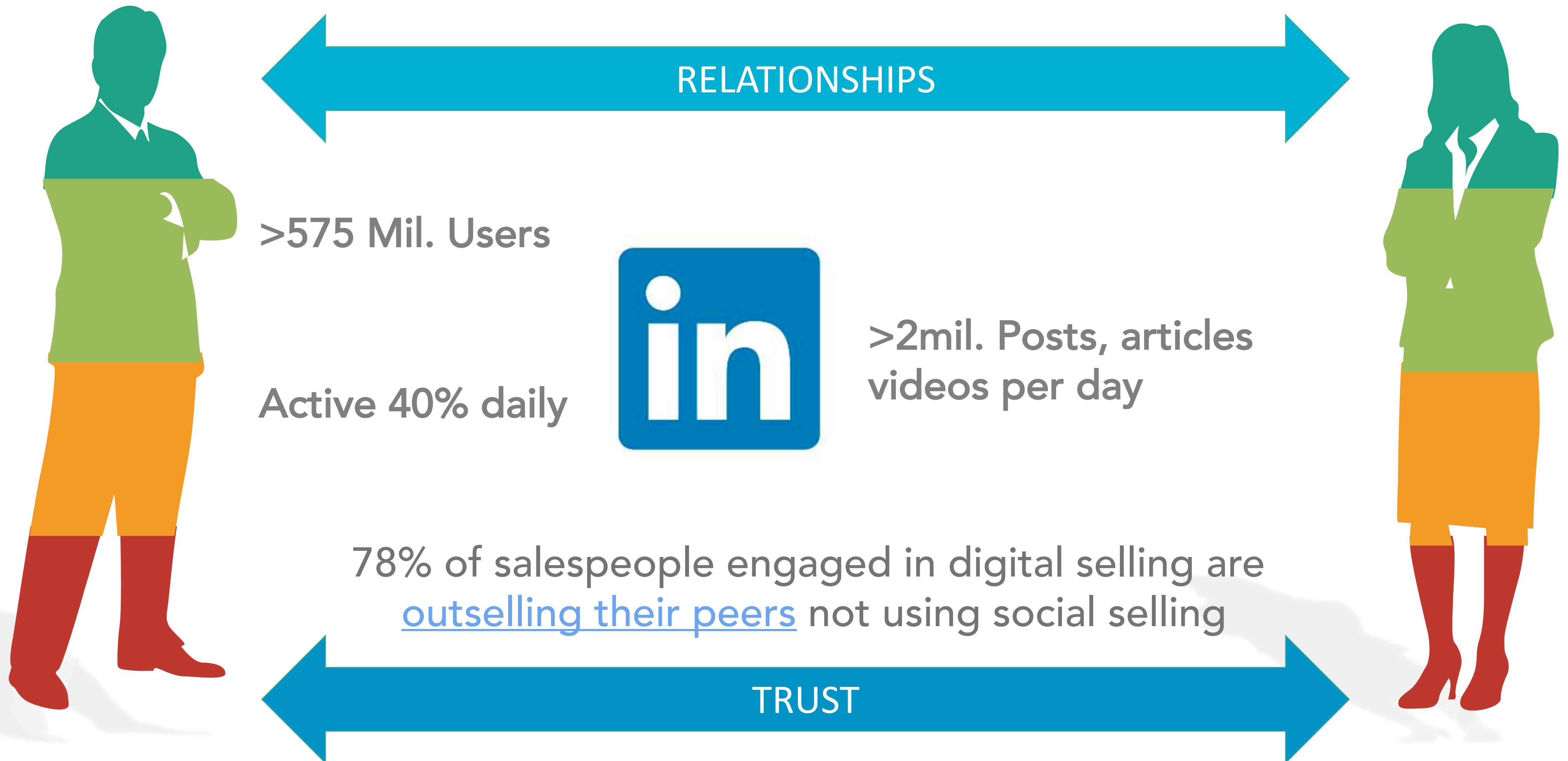


A hand is shown pointing towards the bottom right of the frame. The background is a blurred mix of blue and purple light, creating a bokeh effect. The word 'CHANGE' is written in large, white, sans-serif capital letters across the middle of the image.

CHANGE

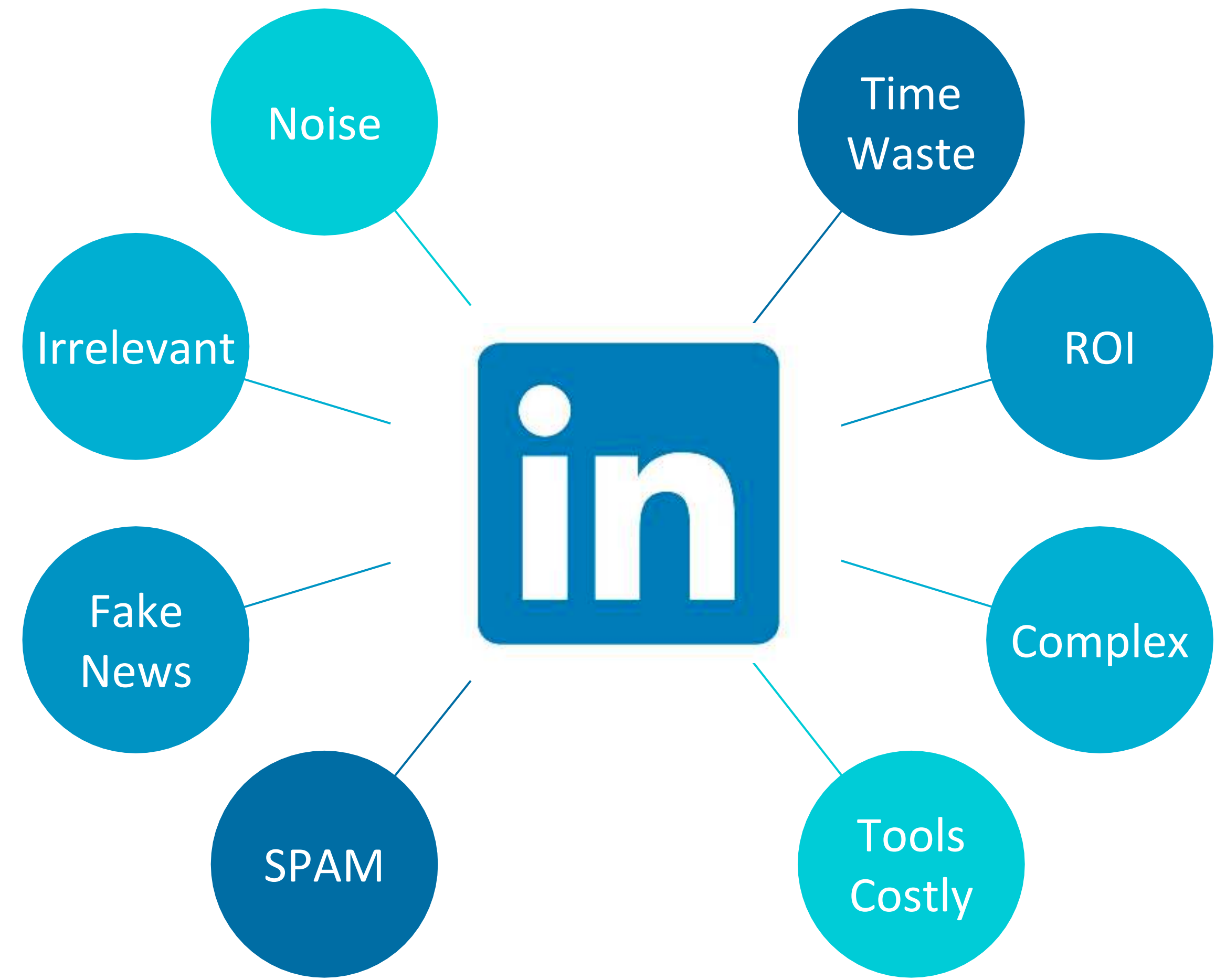
- increasing number of people involved in buying
- better information to support decision making
- profound desire for more industry experience
- LinkedIn impact

Connect, engage and build relationships

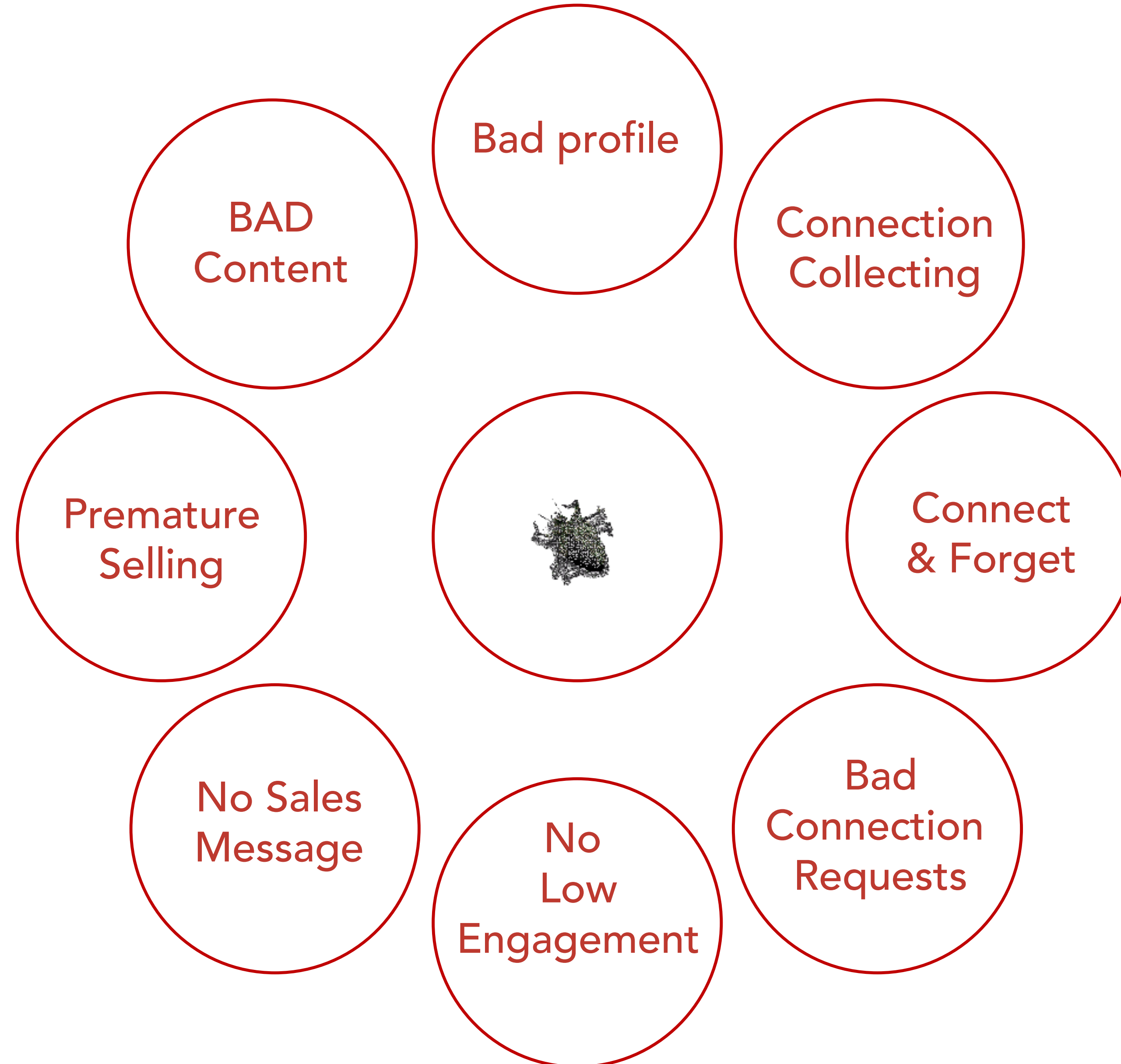


Why isn't LinkedIn delivering results?

“Most people are frustrated with the results they get on LinkedIn”



Ten Deadly User Sins



A glowing red neon cross is mounted on a dark, textured brick wall. Several black wires are tangled around the cross and the wall, some running horizontally and others curving. The scene is dimly lit, with the primary light source being the neon cross.

**ADVERTISE?
SUPER SELL??
MORE NOISE???**



THE RIGHT WAY



LOADING...



Smart use of time
for better results

SalesGro

"IF your ideal clients are on LinkedIn and you do not know how to find and engage them to become customers

THEN our smart solution will help you use LinkedIn more effectively

SO that you will have a constant flow of new clients in your pipeline to grow your sales."



SalesGro Smart Solution



SalesGro Sales Framework – 2 Elements

IDEAL CLIENT PROFILE

CAMPAIGN BLUEPRINT



SalesGro Ideal Client Matrix

UNDERSTAND



NEEDS

WANTS

FEARS

IDENTIFY



GEOGRAPHY



INDUSTRY



COMPANY



ROLE & TENURE



SalesGro Sales Campaign Blueprint



Create a call to action in order to engage your ideal clients with your sales offer

Develop a series of messages containing your content to engage with your ideal clients and to open the door for a call to action



SalesGro Sales Campaign

PROSPECTING

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

8 Weeks

M1



Connection Request

Connect

M2



Group, Whitepaper, Video

Invite or Share Content

M3



3rd Party Content – News, Blog Post, Article

Share Content

M4



Landing Page or PointDrive - Authority Content

Share Value Magnet + Question!

M5



3rd Party Content – Research Study, TED Talk, App

Share Insightful Content

M6



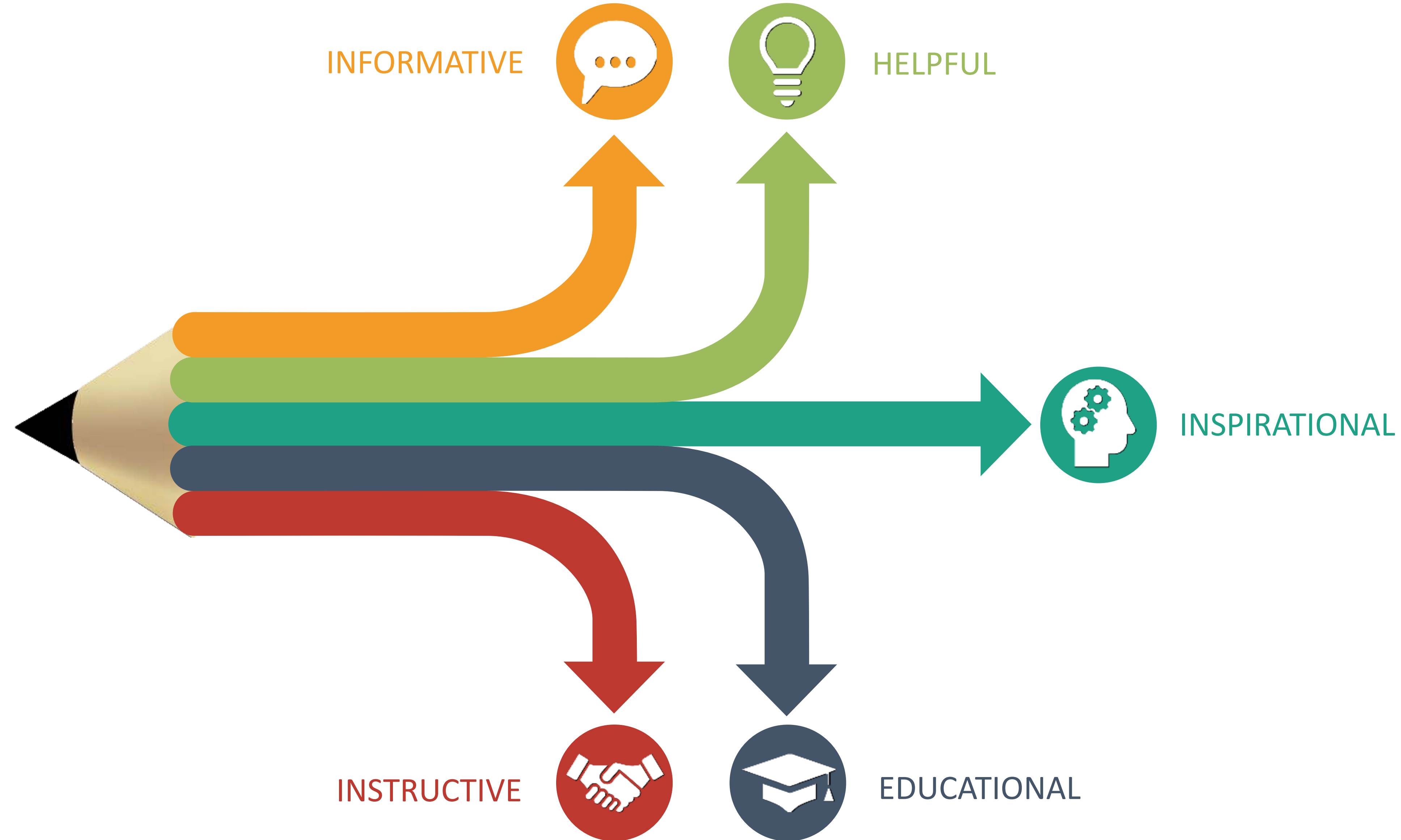
Meeting, Sign-Up, Phone Call

Call to Action

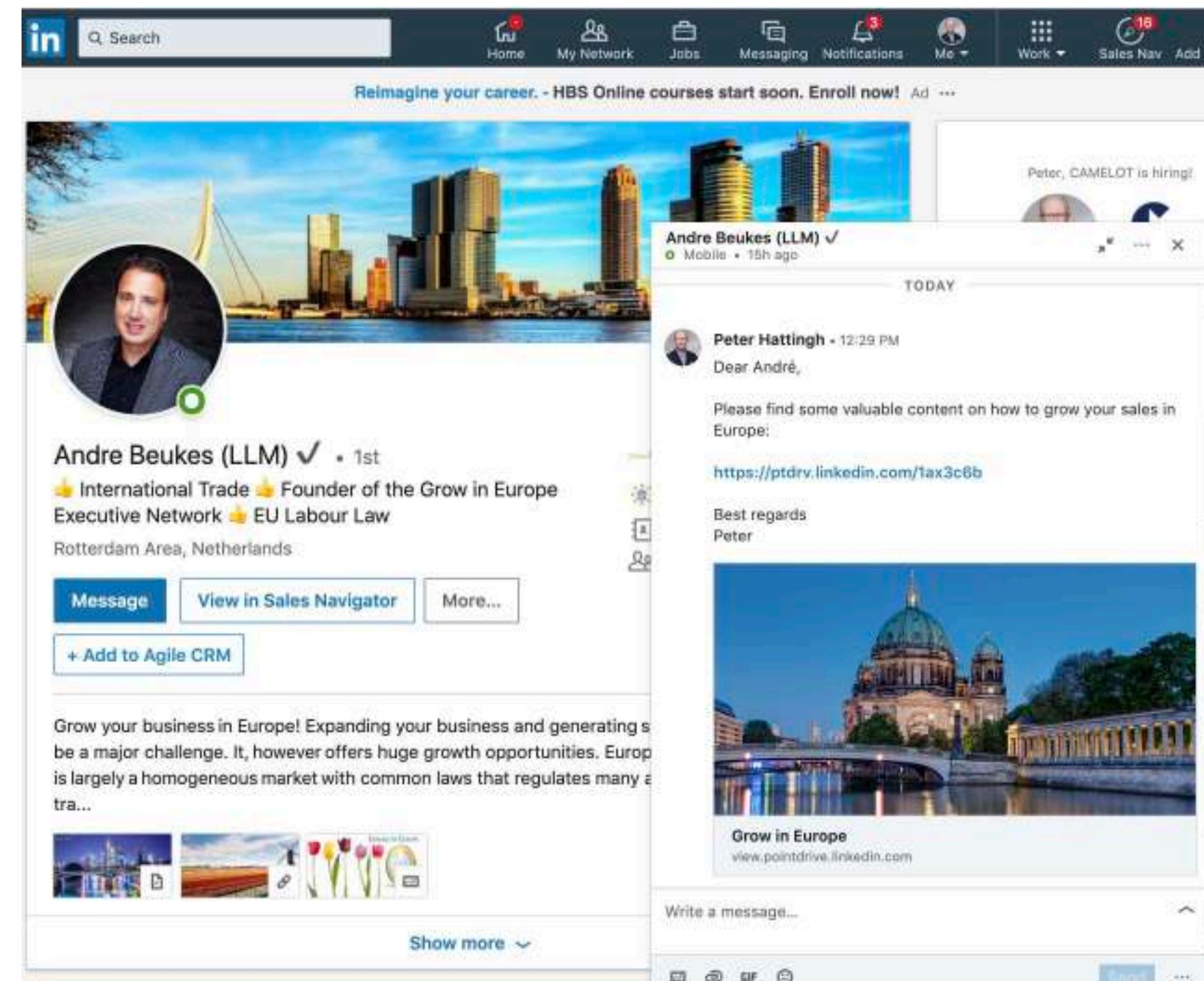
NURTURING



SalesGro Sales Engagement



SalesGro Campaign Tool – Unlimited Users



Andre Beukes (LLM) ✓ • 1st
International Trade • Founder of the Grow in Europe Executive Network • EU Labour Law
Rotterdam Area, Netherlands

Message View in Sales Navigator More...

+ Add to Agile CRM

Grow your business in Europe! Expanding your business and generating sales can be a major challenge. It, however offers huge growth opportunities. Europe is largely a homogeneous market with common laws that regulates many aspects of trade...

Show more





Filter

Job Title + Analyst x Function + Finance x Company Headcount + 11-50 x 51-200 x Profile Language + English x Geography + United Kingdom x Company Type + Public Company x

Industry + Automotive x Seniority level + Chief x

Delete Target Update Leads

Save Save & order connections

Approve	Select all	Select visible	Select filtered	Deselect all	Delete selected	Assign to User	Assign Category	Search:				
User	Category	Name	Tags	Past Messages	New Messages	Campaign	Appointment	Email	Phone	Comment	Location	Title
<input type="checkbox"/> André	Connection requested	 Steffi Kirstenpfad	+M4x M3x M2x	2018-10-03	2018-10-04	C1/M1 C1/M2 C1/M3 C1/M4 C1/M5	+ 2019-02-12 02:30 PM	steffi@styleau.com		Converted into client!	Germany	Content Writer/Social Media Manager/Lektorin/Übersetzerin
<input type="checkbox"/> Florian	Connection requested	 Mathias Kramer	+M4x M2x M1x	2018-10-03	2018-10-05	C1/M1 C1/M2 C1/M3 C1/M4 C1/M5	+	mathias@styleau.com		Interested but requested contact in 3 months.	Frankfurt Am Main Area, Germany	Europe Business Development Consultant
<input type="checkbox"/> Peter Hattingh	Connected	 Andre Beukes (LLM) ✓	+M1x M2x M3x	2018-10-17	2018-10-24	C1/M1 C1/M2 C1/M3 C1/M4 C1/M5	+ 2019-06-12 10:30 AM	andre@styleau.com		Meeting scheduled and prospect requested proposal.	Rotterdam Area, Netherlands	Business Development and Human Capital Director
<input type="checkbox"/> Peter Hattingh	Connected	 Olivier Lanoue	+M1x M2x M3x M4x	2018-10-03	2018-10-17	C1/M1 C1/M2 C1/M3 C1/M4 C1/M5	+	olivier@styleau.com		Requested more information before call.	Eppstein, Hessen, Germany	eCommerce Consultant

Easily manage a large amount of profiles

One click to connect and message a connection



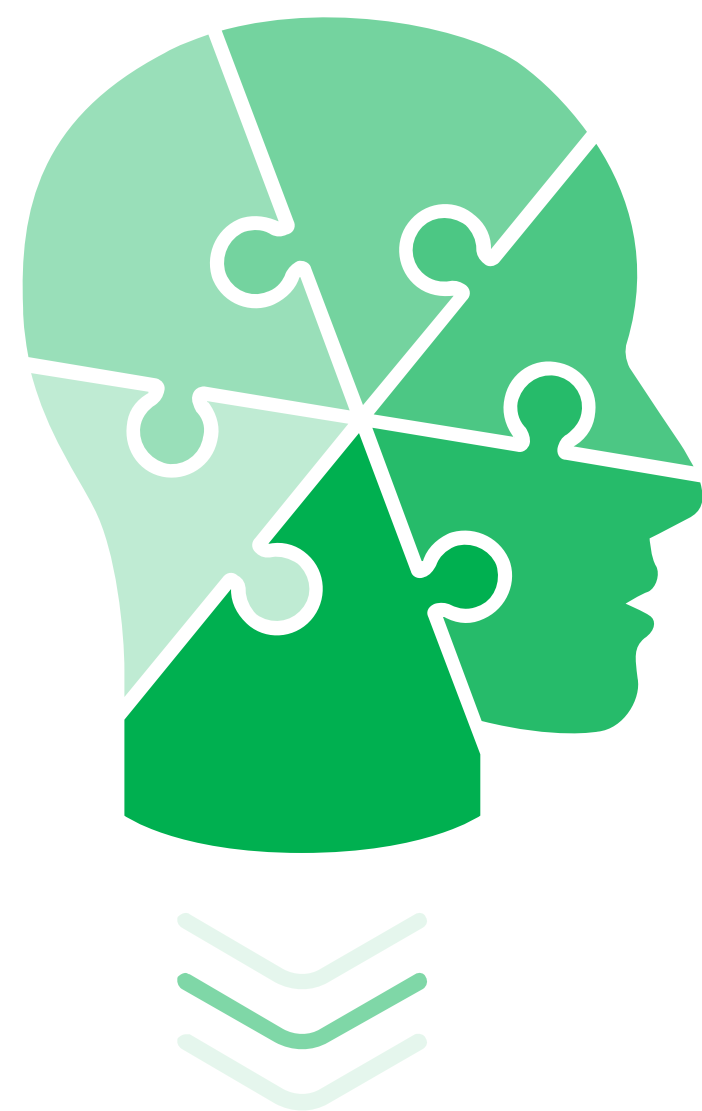
TOOLBOX

- manage and connect to profiles
- setup messaging campaigns
- manage appointments
- assign to colleagues
- easily filter profiles
- group profiles

Grow Your Network ● Build Trust ● Acquire Clients



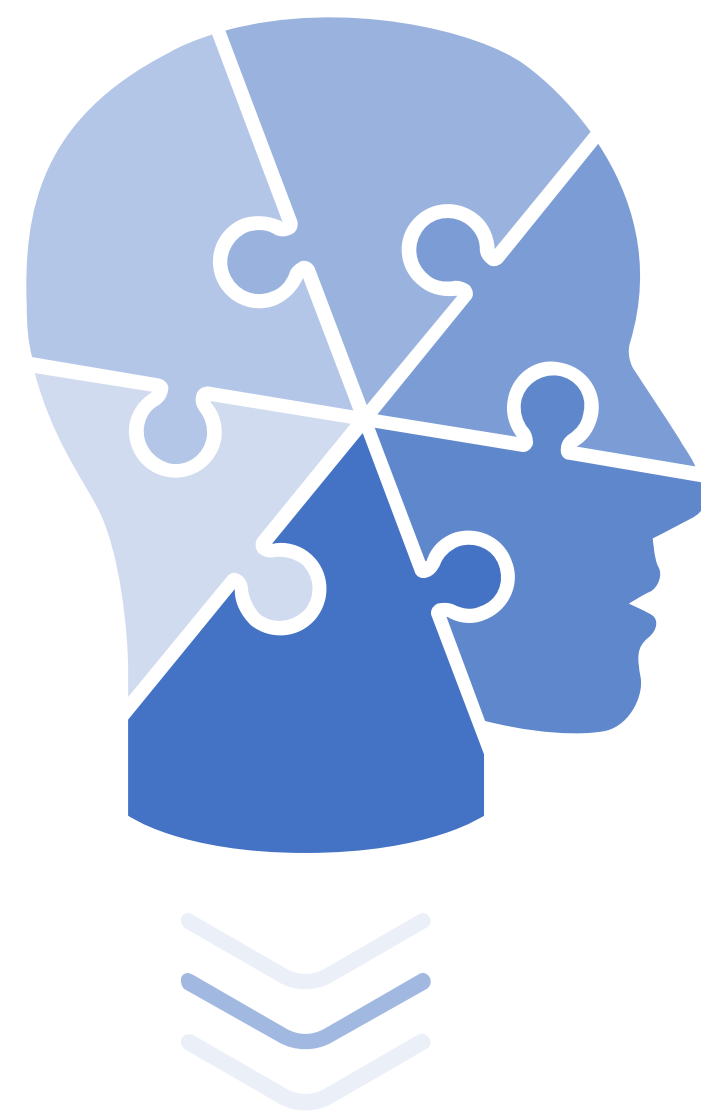
● CONNECTIONS



● LEADS



● PROSPECTS



● CLIENTS

SalesGro Pricing

€490.- / month for 3 months

PRO

- 2 Hours Personal Coaching
- Personalized Sales Framework
- 500 Ideal Client Profiles
- 1 Sales Campaign – 2 months
- You connect and send messages
- Full time Support
- Progress Review 1 Hour
- Campaign Optimization
- 6 Month Unlimited Access

€690.- / month for 3 months

PREMIUM

- 4 Hours Personal Coaching
- Personalized Sales Framework
- 500 Ideal Client Profiles
- 1 Sales Campaign – 2 months
- We connect and send messages
- Full time Support
- Progress Review 2 Hours
- Campaign Optimization
- 12 Month Unlimited Access

€990.- / month for 3 months

PLATINUM

- 6 Hours Personal Coaching
- Personalized Sales Framework
- 1,000 Ideal Client Profiles
- 1 Sales Campaign – 2 months
- We connect and send messages
- Full time Support
- Progress Review 4 Hours
- Campaign Optimization
- Life Time Unlimited Access



SalesGro



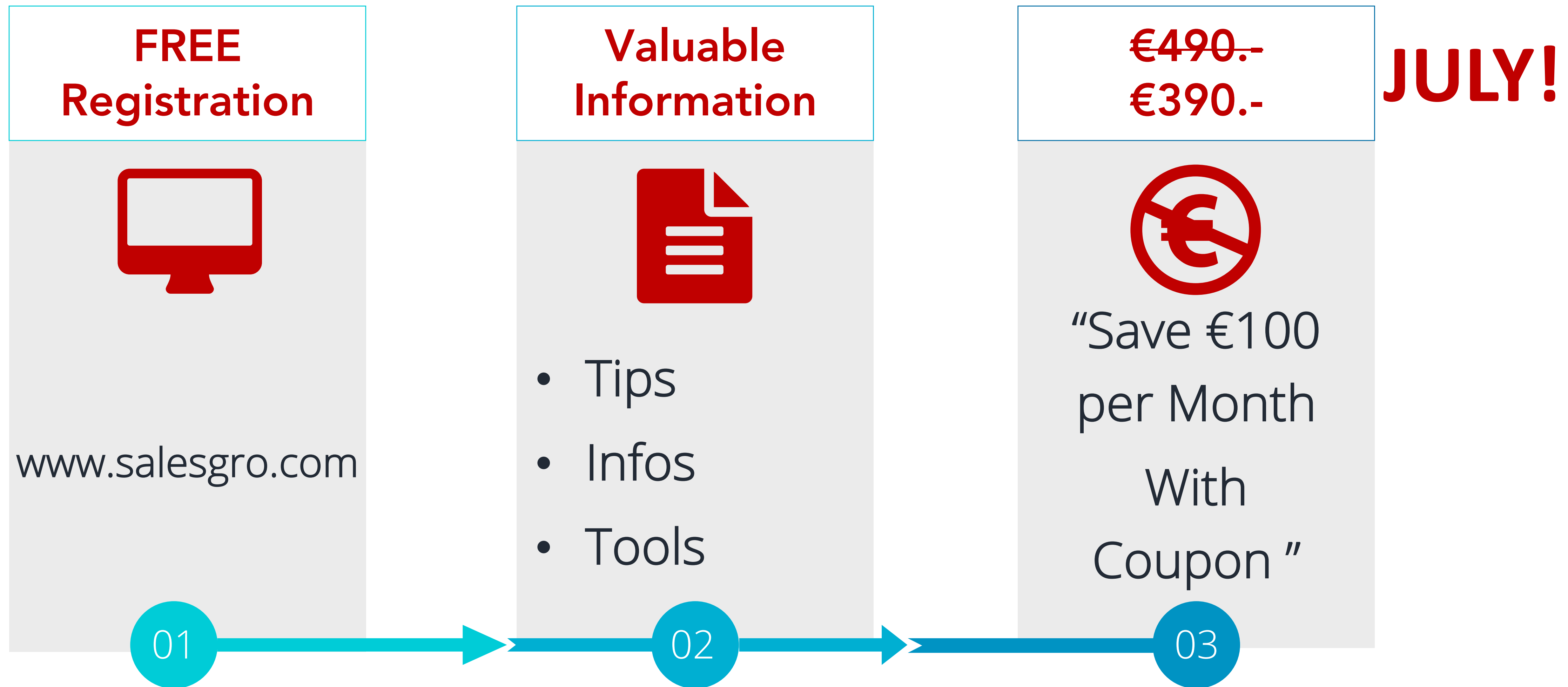
WORKOUT

SalesGro

PERSONAL TRAINER



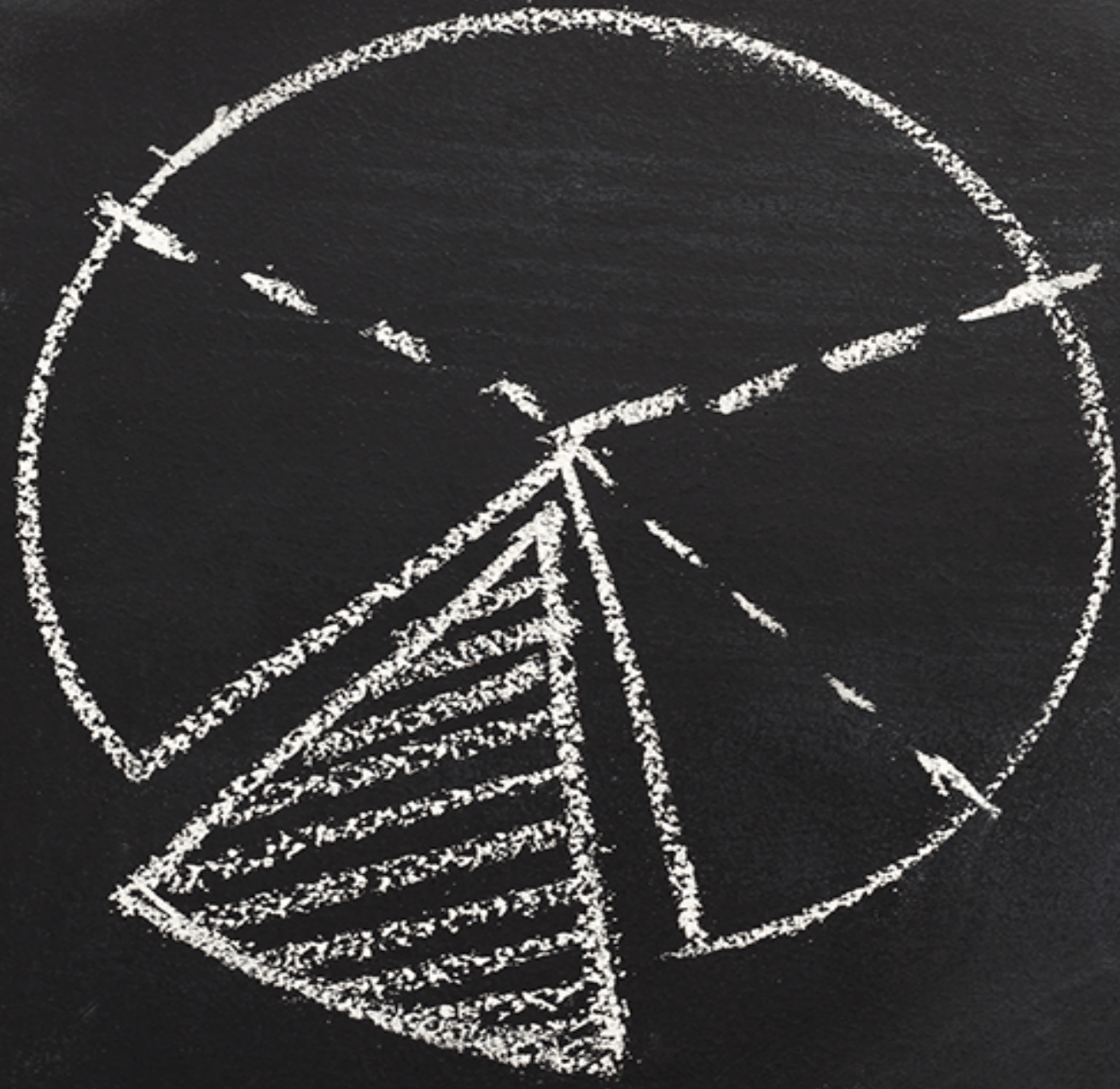
SalesGro Start Now for Only €390.- per Month



Q and A



SalesGro



GROW NOW



Sign Up **FREE**

salesgro.com

A blurred background image of a person in a dark suit and blue tie, with their right hand held out palm-up in a gesture of offering or presentation.

SMART SOLUTIONS to Grow Your Sales

www.salesgro.com