



## Chapter 1

# WITHIN 6 MONTHS YOU'RE GOING TO BE MORE SUCCESSFUL.

This book is for people who want to make more money. People who want to grow a business. People who want to progress in their careers. People who want accountability for the employees and colleagues around them.

Maybe most importantly, people who want to come home to their families without the stress of the job in tow.

This will help you feel confident in the work you do, and comfortable knowing you do it well.

As you read in the foreword (and if you skipped it, shame on you! It's really good), this book is full of valuable insights and strategies for everyone in your organization who cares about increasing sales leads and revenue.

But we don't want anyone to waste time sifting through material that isn't for them. So we separated everything we could into streams. Three of them. Which we call The Three C's.

- Claire the Creator (content marketer, marketing manager without staff)
- Charles the Conductor (director, VP, C-suite, owner)
- Chris the Curator (sales manager, operations manager)

If you want the short descriptions of each of these, flip quickly back to page iii. And if you want to get really hyped about what this book is going to help you do - and help you become - read on.



## For the in-the-trenches marketing person - **Claire the Creator**

If you're a skimmer of books and all you really want is to learn **how to** - starting out as an intern or looking for fresh ideas as an experienced marketer - **get more sales leads**, here you go!

The size of the business doesn't matter.

You could be the only marketing person at a 40-year-old small business with 9 staff and a cat. Or the newest member of a marketing squad in a publicly traded enterprise with thousands of employees and casual Fridays and too many meetings.

If work for a business selling to other businesses and your responsibility is to create marketing materials in one way or another for this business, **you're going to get really good at it really fast**. You'll be on marketing steroids, without any of the nasty side effects.

Everything in these chapters can be implemented to drive your growth. Personal, career, and the growth you're responsible for driving in the business tomorrow.

Do what you want with it.

You could pick 60-80% of the deliverables we outline and generate results.

BUT!

**All these deliverables act as force multipliers.**

Do a little more, get a ton more results.

So if you're serious about growth. Growth in your role. In your career. Growth of the business. You're holding the roadmap.

Here's what will happen when you use these strategies in your marketing program over the next year.

1. Your colleagues will notice signs of the business improving.
2. Your manager will see the impact of *your new* direction.
3. You'll get more recognition from the leaders in the business.
4. You'll become an integral part of the business, and you'll find yourself invited to discussions that center around driving the growth of the business you're employed by.

Maybe you're frustrated you're not invited to those discussions right now.

Unless they worked in marketing themselves, senior management/executives often look at marketing as an arms length tactical role. The first marketing hires they ever made were photoshop and illustrator technicians they brought on to build catalogs. When digital became the thing to do, those technicians

became the website builders and digital marketing “experts” on the team. It’s why you still see job ads for marketers to do everything. Graphic design, write content, manage social media, manage website updates, perform market research, and more.

But that view is changing. Rightly. And if you want to be part of the high level discussions in the business, **you have to be awesome at driving sales leads.** And you have to be able to prove your awesomeness with data.

Oh right. We forgot the parts you really care about

1. You’ll get a bigger salary.
2. You’ll get a bigger team to manage.
3. You’ll get a bigger budget.
4. You’ll have more creative freedom.
5. You’ll have job security (or ammunition to use in your job hunt).
6. You’ll have freedom and trust from your manager, so they’re not constantly questioning you or looking over your shoulder.

As you feather through this book, you’ll see three different tracks of information. Different journeys for different professionals. You’ve seen it above already. Claire the Creator, Charles the Conductor, Chris the Curator.

### **You walk the path of Claire the Creator.**

There are tips or tricks that are only applicable to someone with your technical and creative physiology.

If you want to understand other angles on the business you work in, you’ll find those on Charles the Conductor and Chris the Curator’s paths.

## The Second C, Charles the Conductor - For the marketing director, business owner, or business operator



### You're Charles the Conductor.

A business owner or operator with a refined sense of your business' core competencies. Or a marketing director with a heap of experience and the maturity to be invested in the success of your business beyond your regular paycheck. You lead others in the business, and their success directly contributes to your own.

If you're the owner/operator, you keep your customers happy, but you don't love digging for new leads. You probably just ignore it. Because the business is stable and reliable. Things are fine.

But it wouldn't take a lot to add another 30% to your profits.

If you're the marketing leader, you want to spend your time on high level strategy. Not on the daily implementation of lead-generating campaigns. And you don't want your Creators to feel like they're being micromanaged. **You don't want to have to micromanage them.**

Better results from your high level direction make a good case for your year end bonus.

Right now you might be doing precisely none of the things you read about in this book. And implementing two things you get from these pages can give that growth you need.

*How much do you know about every role that falls under you?*

Reading about sales, lead generation, positioning, and increasing your knowledge of how the roles beneath you work can also help you engage with that staff better and *drive them to improve their results*.

If you have a small sales team and it's been a long time since you actually got your hands dirty with sales yourself, what you read in this book helps realign you with the strategies they currently use. And should use. And helps you identify the gaps they have in their approach to sales for your business.

**As a business owner, operator, or director of marketing people, this chapter holds benefits for your brain and your bank balance.**

The financial benefits are obvious, yeah?

New sales leads = revenue growth.

But you probably overlook the benefits to your mental health. That comes from:

- Increased engagement of your workforce and lower staff turnover.
- Higher confidence in the effectiveness of your staff.
- Profits, pay increases.

When you understand - really understand - what your junior marketing manager contributes to lead generation or what your sales manager does to give their sales team more opportunities to work on, you can better oversee these job roles.

You have more reassurance you hired the right people to fill critical roles in the company.

You are also well equipped to audit their work, so you can push them to perform to the level you expect (if they aren't there now).

Get them a copy of this book and say “do this for the next 12 months.”

And, of course, you're less stressed when your money is on the rise. So when you're flush, you handle those challenging moments at work gracefully.

*Here's something else to think about.*

B2B companies are starting to hire a new generation of marketing people. Digital natives. They know the tools. They read the blogs.

They don't have industry experience. And they might say they're excited to learn about the industry when you interview them for the job. But what they really want is a job that pays well.

You want them to care. Because caring leads to better insights into the industry, so they're better in their role, and of course they generate better results.

But they are usually just interested in getting by. Getting the paycheck.

With a few hours of reading, you have the tools to make them more industry savvy than they are (without them even really knowing it). They get more excited about the job because they're learning at a fast pace. And then they actually DO get excited about your industry. Without knowing it, they get aligned with your goals.

And we'll say it a million times - you will have the knowledge to evaluate their work and see their alignment with your goals crystalize.

## **The third C, Chris the Curator** For the sales or operations manager



### **You're Chris the Curator**

This book isn't just for your colleagues in marketing or the c-suite and ownership. It's for you too.

Want your sales team revitalized? Want them to be hunters instead of the passive order takers they might be turning into? This book shows your team the company is putting a genuine effort into getting them warm inbound leads.

### **Leads they can follow up with every day.**

Some of you may have the resources to help you do this stuff. Graphic designers and writers, or a marketing intern, or a third party agency, that can create engaging and valuable assets based on the strategies and tactics detailed in these pages. With this book you'll learn *how to audit their work quickly, fairly, and confidently.*

But for those of you who don't, you can still have a huge impact on your inbound sales leads. Everything you need is here.

You can find a freelancer to get the bulk of the work done.

**Then, we're going to show you how to use existing tools (AI and otherwise) right out of the box to do the things you aren't doing right now. Without taking on any more time consuming work.** In fact, if you're looking for some good recommendations, you can see the tools we like right now at [www.jbbgi.com/tools](http://www.jbbgi.com/tools).





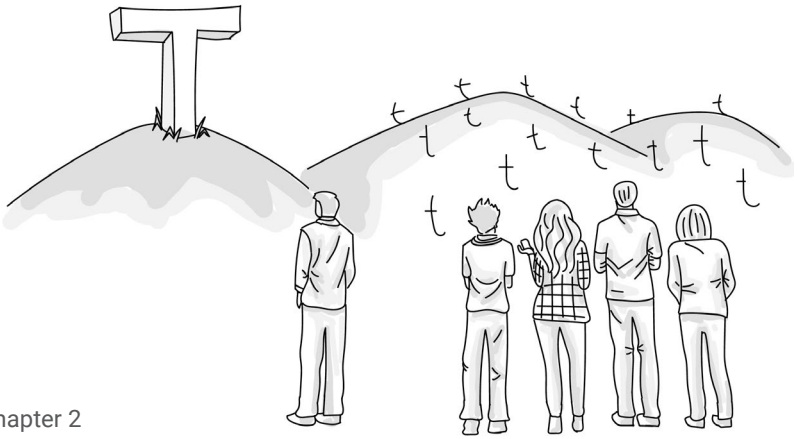
Don't let your business' internal limitations stop you from bringing your dream of plentiful inbound sales leads to life.

Remember - doing anything in this book, even if the design isn't as polished as the Forbes email that landed in your inbox this morning, will still generate exponentially more warm leads than you get today. Then more revenue. And that's what really matters.

You can read every page if you want. But you don't have to. Since this book is a choose your own adventure, all you have to do is follow Chris the Curator's path

- You'll get through the book in a couple sittings.
- You'll know what needs to get done.
- You'll know how to do it. Or who to pay to do it.
- And you'll know how to audit their work and give meaningful feedback with little effort.

The other thing is - by doing this well, you give yourself increased job security. Something you maybe never had before. You'll stop worrying about work when you're home with your family at the end of the day, because you know things are on the right trajectory.



## Chapter 2

# LEARN THE TRUTHS YOUR B2B COMPETITORS IGNORE.

So you know about the 3 C's. But there's something else you need to know before we get to the strategies. Know deep in your bones. Know and believe like you believe the most sacred truths in your life.

Your job is challenging. Because it's unique.

Whether you're Charles the Conductor, Claire the Creator, or Chris the Curator, your job is not the same as a B2C job. It's not the same as a B2B job in another industry.

You might be used to it by now. Like your body when you do the exact same thing at the gym every day.

But that sacred truth remains. Your job is challenging and unique.

Most people can't do what you do. Honestly, they can't. Give yourself a break and let that absorb.

But listen. The uniqueness of your job doesn't mean you have to reinvent sales lead generation from the ground up.

You can do the things we've done to help B2Bs capture a ton of leads. With a slight framework shift based on your industry, your expertise. Put your own lens on the things we talk about in this book.

In a way, your uniqueness doesn't matter. Because the challenge is just to capture sales leads so your business' revenue can grow. That's what it comes down to.

### **Why is B2B so challenging?**

Because it's not B2C. We're not saying B2C is easy. But it's different. We're exposed to B2C marketing from the time we can look at a screen or understand the words on the radio.

And not in small quantities. It's our food, the places we get our food, the places beside the places we get our food. Our shoes, socks, pants. Our entertainment. Our schools. Most kids movies are just B2C marketing for toys.

Heck, George Lucas isn't a billionaire because Star Wars was a critical hit. He's a billionaire because he kept the rights to all Star Wars merchandising. And a lot of Star Wars swag has been sold to consumers since 1977.

But that's another story.

The point is, we're familiar with what B2C marketing looks like from a young age. We all speak that language. We can all tell good B2C marketing from bad.

Generating leads for B2B is different.



If you're a Creator (like a marketing manager) or Curator (a sales manager or operations manager) at a lab equipment manufacturer, for example, there's a good chance you never saw or heard of or even considered the possibility that a mercury analyzer was a real thing. Or that your life might one day revolve around increasing sales of rammers or surface sampling swabs.

And your prospects' pain points when they buy these things are totally foreign to you.

In B2C, it's easy to understand how sunglasses that float might help people who spend time on the water.

But in B2B, it's less intuitive to know that a spray dryer might reduce time wasted on sample prep so operators can spend more time on data analysis, which is actually what helps them move up in their careers.

Or a padfoot roller reduces costs associated with third party compaction testing on new road construction projects, so businesses can create more competitive quotes and win more contracts.

And how do you best communicate that knowledge once you possess it?

That's the challenge. And that's what this book teaches you to do.



And if you're a Conductor (the owner or operator of the business, the marketing director with staff working under you), you knew what you were getting into. You chose to be here rather than anywhere else. But that doesn't mean it's easy.

Most B2Bs don't have the luxury of a large specialized marketing team with brand marketers and performance marketers. But the truth is those silos aren't needed. They **are** a luxury. An expense of vanity.

What you need as a Conductor is your marketing team, or even your single marketing employee, or your 3rd party agency, doing the most valuable things properly. **And the knowledge to be sure they are.**

The challenges in the last few pages and the belief that you're totally unique is what fuels your imposter syndrome.

Your business might be unique. But your challenges are not. And we can band together to overcome all of this together.

You found your people here.

## Why is this book timely?

We're at a tipping point. Maybe we always are.

But right now the B2B landscape is heaving, and it feels like something unique.

There's more competition than ever before. It's easier today than even 5 years ago to start and manage B2B businesses. From the digital tools to the digital communication methods we use with our customers and our supply chain, to third party fulfillment centers shipping our orders or drop shipping direct from the manufacturers.

This isn't because of the pandemic. This is not a post-pandemic business book. This is a 2020s to 2030s business book that teaches us how to adapt to the current environment. An environment that's been forming over the last two decades.

What are some of these new realities?

1. There are fewer and fewer in-house employees because they're turning side hustles into full time businesses. Or they're seeking greener pastures somewhere else.

It's increasingly hard to keep good staff. It's hard to find good staff when you have gaps in your current employee pool.

The ability for somewhat-experienced employees to start their own competing businesses is greater now than ever, and the willingness for employees to go off and start their own thing is equally great.

They're all fueled by the knowledge they absorbed working for you or your competitors. They have the tools to break into your prospect pool by capitalizing on that knowledge and using new digital tools.

If you had the choice early in your career in sales or marketing, would you have chosen to work at a consumer brand that you, your family, and your friends were all familiar with? Would you go back and make the same choice to work in a B2B business very few people have heard of before?

The allure to go sell expensive cupcakes or rock climbing shoes or kids' clothing is real, and **you're competing for the same workforce.**

So what does this mean? You just have to do more with less. The sooner we can accept the fact that the B2B industry cannot always hire whatever talent it needs on demand, at the same quality it used to get before, the sooner we can get on figuring out new ways to generate better results in-house with existing resources.

2. Your prospects today are more digital than they used to be and you need to capture your sales leads where they are.

Generation Z are more digital than Millennials and the next generation will be even more.

That doesn't mean building a VR showroom or setting up a tradeshow booth in the metaverse.

That means finding reliable ways to capture their attention and hold it long enough that they engage with your brand.

Actually, maybe that **does** mean building a VR showroom. If there's any tangible evidence it will achieve your goals

But we think **there are dozens of other ways to achieve your goals with a lower investment and higher return.** And we're going to show them to you.

3. Your prospects are less likely now to stay with the legacy suppliers their business has always worked with.

Your prospects want to have an impact on their own businesses.

That could come from something as simple as finding a new supplier. One that offers more value, better prices, better service. Whatever it might be. They want to bring a new idea to a stale environment and succeed with it.

That means two things for you.

First. **There are great opportunities to steal your competitors' customers.**

Second. **Your competitors have great opportunities to steal your customers.**

So you need to *simultaneously capture and retain better* than those competitors if you're going to increase profits.

These lead generation strategies will help you do that (of course it's up to you to communicate your value better than your competitors too).

4. Your prospects are less likely to turn to trade shows or flip through dead-tree trade publications.

Even with the excitement of returning to in-person events toward the end of 2022 and the first half of 2023, and attendance to trade shows staying stable (although diminished vs. attendance in 2018-2019), trade shows are not going to be what they were. Probably ever.

Because budgets have been reallocated to digital activities.

So they're doing more online. And you should be too.

## Here's something everybody needs to think about

Supply chains aren't what they used to be and they will continue to fluctuate and shift and change as global events fluctuate and shift and change.

Your business needs to be as nimble as the supply chain allows.

That means **finding sales leads for what you actually have.**

What you *know* you can get.



What you *know* you can sell.

And uncovering the opportunities where your competitors fall short.

It might just be dumb luck that you happen to have supplies of products that are out of stock elsewhere. Or that your product replaces the usual product for scenario X or Y or Z.

Capture leads by identifying those scenarios and communicating through a permission asset and website merchandising (you'll learn exactly how to do this in the pages ahead).

And maybe you're reluctant to make these changes. Maybe all these reasons still don't make it feel worth the mental energy.

But what if you're thinking about the final phase of your business. Getting it ready to sell. **Maybe this is the last pivot you need to make to increase the valuation of your company and live the worry-free retirement you deserve.**

If you want to maximize the value of your exit from the business. This is how you do it this year.

If you want to move up in the company, this is how you show the top of the food chain you're ready for it.

If you want to get better at your job. If you want to be better than every B2B marketer out there, this is where you start.

If you want more sales leads and more revenue continue on with the next chapter to get started.

From this point on, there are only 6 steps you need to take to increase your sales leads for the rest of the year and beyond.