



SIX WAYS SALES TEAMS CAN LEVERAGE PR

Your goal? Getting meetings on the books and closing deals.

More media coverage for your business means more brand awareness. For sales, this translates to more leads. Media coverage also builds credibility for your business, which your sales team can leverage to close deals easier.



How to Get More Leads...



Post Articles on Social Media

- Post media placements on your social channels, especially LinkedIn, using relevant hashtags
- You can find relevant hashtags on Twitter through a native search feature that lets you keep up with the latest trending topics and hashtags. From your Twitter dashboard, click on the #Explore tab. Then, select the “trending” tab to get a list of the topics and hashtags currently trending in your region

How to Close More Deals...



During Presentations

- Include top media placements and award wins in presentations to nurture sales leads
- Link to media placements in case studies that you share with customers



During Customer Conversations

- Leverage media placements in email outreach to demonstrate the company’s competitive edge and start conversations with prospects
- Include a link to the article in your prospecting emails and customer conversations/calls as an added touchpoint
- Add a clickable link to a top-tier media placement and award win in your email signature



QUESTIONS FOR YOUR SALES TEAM

Meet With the Next PR Team to...

Discuss how we can best support your efforts and work together to boost sales. Here are some questions to help get the conversation started:

- How do prospective clients typically hear about the company?
- What does the sales process look like? How long does it take to close a deal?
- Does the entire sales team share media placements with customers?
- Do you know where to find the most up-to-date media placements?
- What insights or data do you have for us about your target buyer or the industries where you're having success vs. need support? We can be more targeted with our PR efforts with that information.
- What do you need from us/how can we better support your efforts?
- Any success stories/feedback of how you've leveraged PR to help with the sales funnel?
- How do your prospective customers usually hear about you? Have you ever had anyone say they've seen you in the news/article? Do you ask?
- Are there any homerun publications you want to be in? For example, do your buyers read the local business journal or turn to the Wall Street Journal for the latest industry updates?