



BLOCKING & TACKLING: OVERCOME SOFTWARE SALES CHALLENGES WHEN YOU'RE IN THE TRENCHES

Presented by:
Joe Brannon, Founder & CEO at textLIVING





ROAD MAP

Common Sales
Challenges

How to Tackle Those
Issues



COMMON CHALLENGES

- Using a Proven Sales Process
- Proper Goal Setting
- Time Management
- Building a Prospect List
- Prospect Follow-Up Management
- Moving Past Rejection and Celebrating Small Wins
- Converting Prospects to Customers
- Portfolio (Account) Management

OVERCOMING CHALLENGES

Using a Proven Sales Process

- Stay disciplined with your sales process. Write it out and work it until it becomes second nature.

Proper Goal Setting

- Write down your goals with a set time to achieve them, and then read them daily.

Time Management

- Before the week starts, plan out on your calendar exactly what you will do.

Building a Prospect List

- Check out Data Axle to buy a list of industry-specific prospects. Most of the time, you'll receive the owner's name.
- One of our greatest lead sources comes from Data Axle. With a Data Axle Sales Genie account, you can pull custom lists of businesses by specific parameters such as city, zip code, business type, size, and much more.

OVERCOMING CHALLENGES

Prospect Follow-up Management

- Use a CRM.
- Hubspot offers a free version to manage your prospect and customer relationships. A paid version will allow you to create drip e-mail campaigns to keep prospects educated and engaged.
- We equip every white-label partner with a process for using Hubspot to create and manage their prospect list.

Moving Past Rejection and Celebrating Small Wins

- Remind yourself that they are not rejecting **you**.

Converting Prospects to Customers

- Ask for the order. If they hesitate, find out why, manage their rebuttal, and ask again.

Portfolio (Account) Management

- Check out Hubspot.

LEAD SOURCES

- One of the best lead sources is Data Axle. Using a Data Axle Sales Genie account, you have the ability to generate tailored lists of businesses based on particular criteria such as location, postal code, industry, company size, and many other options. [Details here](#).
- Google Maps
 - Search by type of business, such as restaurants. Do this while you are out in the field to be more efficient with walk-ins.
- Yelp
- Open Table
- Zagat
- Facebook, Instagram, Twitter, LinkedIn
- Postmates, DoorDash, Uber Eats
- Coupon Magazines
- Business Networking Events
- Find prospects' e-mail addresses using the e-mail company [Hunter](#)

4 STEPS TO CREATE AND MANAGE YOUR WHITE-LABEL SOFTWARE PROSPECT LIST

1. Identify the target audience and most beneficial industries.

The first step in building a software sales prospect list is identifying your ideal customer. Find people actively looking for solutions to their problems. The more you can understand their needs, the better you'll be able to position your product as the solution.

4 STEPS TO CREATE AND MANAGE YOUR WHITE-LABEL SOFTWARE PROSPECT LIST

2. Build a quality lead list of decision-makers.

Once you have identified the decision-maker, you can tailor your sales pitch to their needs and interests. There are a few ways to identify the right person.

- Ask your contact who is responsible for making purchasing decisions.
- Look at the company's website or social media pages.
- At textLIVING, one of our best lead sources is a third-party tool called Data Axle.

4 STEPS TO CREATE AND MANAGE YOUR WHITE-LABEL SOFTWARE PROSPECT LIST

3. Use an intuitive CRM to track your progress and results.

Every good sales professional knows the importance of a CRM that can help you create and manage your prospect list by storing contact information, tracking interactions, and noting progress.

4 STEPS TO CREATE AND MANAGE YOUR WHITE-LABEL SOFTWARE PROSPECT LIST

4. Work smarter when it comes to building relationships.

To work more effectively, identify the activities that have the most significant impact on sales and allocate more time to them. Utilize automated email sequences in your CRM that allow you to save time and effort while nurturing leads effectively.

MORE RESOURCES TO EXPLORE

- [Watch this video](#) for additional tips on how to successfully run a new prospect meeting as a white-label loyalty and SMS platform partner.
- [Download the Exploration Guidebook](#). The textLIVING Exploration Guidebook shares everything you need to know about our white-label partnership opportunities. It provides an overview of our software, including our features and benefits for your potential customers. We also share insights into what differentiates us from other white-label software companies.
- [Explore our entire library of resources](#).



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