

CASE STUDY

Sales and Marketing Support in the Age of AI

OVERVIEW

Whether my clients offer Machine Translation or Hybrid Localization services, I assess their unique sales and marketing needs before leveraging AI technologies to build effective collateral.

I have developed and fine-tuned an approach to collateral building for sales and marketing teams that can be adapted to the requirements of each client.

CREATING BUYER PERSONA PROFILES

I work with localisation managers, procurement specialists, and senior managers to create buyer personas based on historical data and our vast experience. A distinct, highly resonant message must be created for each one – based on the key messages of time and cost savings.

Once buyer personas are in place, I can back them up with ROI calculators and value-driven content.



ENGAGING CONTACTS

To maximise conversions, there needs to be a clear engagement strategy at every step of the customer journey – from the earliest contact to closing and deployment. This requires a coherent process that includes sales, onboarding, and account management personnel.

I will create communications guidelines and messaging templates – including emails, direct mail, and basic pitches – that deliver a concise value proposition based on common pain points. I ensure that all messaging is directed to the appropriate buyer persona; i.e., Pure MT, Pure Loc, etc.

Later in the customer journey, the creation of more detailed sales collateral and innovation workshop discussions is necessary – all based on overcoming the prospect's concerns.

Following a successful conversion, I ensure the transition to onboarding and technical account management is seamless. Throughout this part of the process, my job is to ensure that all the various touch points are addressed – using a series of objection-handling responses designed to alleviate any concerns.

DEVELOPING A ROBUST SALES PROCESS

These cases are perfectly simple and easy to distinguish. In a free hour, when our power of choice is untrammelled and when nothing prevents our being able to do what we like best, every pleasure is to be welcomed and every pain avoided. But in certain circumstances and owing to the claims of duty

TRAINING AND DEVELOPMENT

The success of our sales and marketing solutions is dependent on the training and development of key personnel. That is why I track success both by section and sales professional.

To enhance the learning experience, I hold interactive workshops and create multimedia content that keeps people engaged.

FEEDBACK AND DEVELOPMENT

Once I have developed and rolled out your Sales Playbook, I will monitor its performance with the help of your sales team. Based on the feedback we receive, I will continue to refine the entire process for maximum effectiveness.






SERVICES

- ✔ **Solutions Audits**
- ✔ **Process Audits**
- ✔ **Competitive Analysis**
- ✔ **Industry Insights**
- ✔ **Customer Engagements**
- ✔ **Training & Mentoring**
- ✔ **Content Creation**
- ✔ **AI Adoption**
- ✔ **Business Transformation**

SALES ASSETS DEVELOPMENT

To take prospects from the very early stages of the customer journey right through to the assignment of an account manager, I create a series of tried-and-tested sales assets – or collateral – to ensure no stone is unturned in the pursuit of seamless conversions.

While I choose and personalise sales assets based on the needs and priorities of each client, the types of collateral I develop include:

-  **Opportunity process maps**
-  **Elevator pitches**
-  **Email templates**
-  **ROI calculators**
-  **Best practice documents**
-  **Case studies**
-  **White papers**
-  **Terminology glossaries**
-  **Objection handling response templates**
-  **Staff knowledge and resource centres**

COMPETITIVE ANALYSIS

I will produce a competitive landscape document that gives your sales team the insights needed to compete with – and outperform – your main competitors.