

A short summary into “Tactical Selling” (a hybrid developed from the principles of ABM).

Introduction

The personalised nature of Tactical Selling involves addressing identified personnel according to their business activities, personal responsibilities, tastes, activities and leisure pursuits, reaching them at a subliminal level in their daily work lives.

Principles

Tactical Selling is an approach developed by using some of the principles based on ABM (Account Based Marketing) that selectively specifies, then employs, a wide range of marketing assets to engage directly with targeted client accounts, and the key individuals within those accounts, on their own terms. Messages that best reflect their business and their individual interests.

It is a sophisticated ‘sniper’ approach to sales and is even more granular than modern Automated Marketing tools, requiring a tailored, personal approach, although many of the initiatives can use Marketing Automation tools for management and reporting.

NB: This methodology requires the closest association between Marketing and Sales to maximise results.

Methodology

- Identify target accounts, generally no more than 5 potential organisations.
- Establish functionality criteria.
- Focussed online and telephone research into identified individuals to provide insights into business drivers, hobbies, activities, and interests.
- Creation of a suite niche assets tailored to the findings which could include:
 - Central landing page for all communications
 - Personalised handwritten letter
 - Spoof newspaper cutting
 - Spoof film poster
 - Personalised poem

Each communication piece not only reflects the individuals interests but ties in the sales message.