
**FIND
YOUR
SALES
SWEET
SPOT**

Amplify you Impact

The Sales Sweet Spot is part of
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Overview

The Sales Sweet Spot™ enables talented business leaders to communicate the value of their experience, expertise and approach, and enjoy the profile, influence and pipeline that results.

By exploring the valuable insight you have gathered over your career, the approach provokes the creation of empathetic, transformative content that positions you as your market's perfect partner and exerts an irresistible pull towards your business.

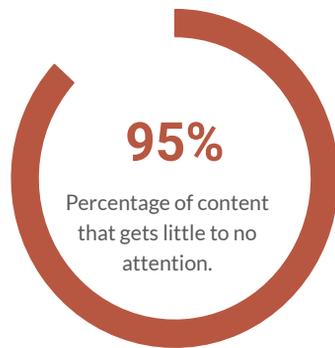
Context

Today's B2B businesses operate in some of the most fiercely competitive and challenging conditions in the history of commerce.

Not just because of the noise you've got to compete with. But because people have become adept at tuning the din out.

Having developed a form of selective attention, they can quickly identify copy and content worthy of their time and effort and instinctively ignore the rest.

And according to one study, they ignore an awful lot.



Challenge

Our experience shows there are key 3 reasons why content is ignored:

1. **Targeting:** A lack of clarity around who you want to attract.
2. **Positioning:** Without a clear picture of who you're targeting or why they'll buy, your message doesn't connect with your audience.
3. **Campaigning:** Because your positioning is out of kilter, your content lacks the impact needed to demand attention.

This ultimately results in me too copy and content that does little to:

1. Distinguish you from your competition.
2. Emphasise why you are your market's perfect partner.

The impact is always the same. Growth that doesn't reflect your skill or ambition.

Why People Buy

People don't buy things. They buy the things that give their life meaning and purpose.

They are drawn to suppliers who they feel understand them, have their best interests at heart and who are driven by similar principles and values.

Critically, they want to know that you have the right experience, expertise and approach to get them from where they are now, to where they want to be.

Without a clear understanding of their WHY and how it compliments your own customer vision and mission, it is near impossible to create persuasive messages that highlight you as their perfect partner.

Sales Sweet Spot

If you want to stand out and attract great prospects, your copy and content must stop being a window onto your products and services.

Instead, it must become a mirror into which your market can see themselves, their values and their goals and aspirations reflected back.

Creating this kind of persuasive prose. The kind that grabs attention and triggers positive, affirmative, action, requires a different approach.

One that enables you to avoid the bland banality that blights so much B2B bumf and instead, delivers engaging information that inspires your audience.

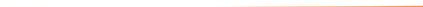
We call that approach **The Sales Sweet Spot™**.

Approach

Sales Sweet Spots™ are lucrative market niches for whom your unique skills, experience and approach are the perfect fit.

They are the niches within which your very best clients operate.

We believe that when you focus on your Sales Sweet Spot™, your marketing has the intensity needed to penetrate the noise and capture the attention of prospects just like your best clients.



Key Principle

Our campaigns are driven by a guiding principle that's helped our clients to generate £100,000s in pipeline.

When you give great information, you get great clients. We call that information **Transformative Insight**:

'Ideas and advice that trigger meaningful progress towards your market's professional and personal goals.'

By the very nature of your work, you are sitting on a treasure trove of Transformative Insight.

Think of it as the insights you've gained during your career that can help deliver competitive advantage to your clients.

It's the information you know, that they need to know.

Our job is to help you identify this insight and communicate it to your market.

Perfect Prospects

However, you don't want just any old client. You want brilliant clients.

People who value what you do and pay you well to do it. People you get on well with and who bring in work you enjoy doing.

People, in fact, who are like your very best clients.

Which is why the Sales Sweet Spot is designed to uncover the factors that make your most successful client relationships work.

Because, the better you know your best clients, the better equipped you are to influence people like them.

Like a laser, the more focused you are, the greater the penetrative power of your communications.

Process

The Sales Sweet Spot approach is a 3 phase process that's designed to unearth the Transformative Insight you have in-house and activate it to create copy and content that converts into clients.

Discovery

This is the insight gathering phase. Through a series of workshops and interviews we investigate your Sales Sweet Spot and identify why you're perfectly placed to help the people that operate in it.

We talk to you and your best clients. We do this because, we've learnt that they will tell us everything you need to know to attract people just like them.

Process

Diagnosis

If the Discovery phase is about setting out the pieces of the puzzle, then the Diagnosis phase is about putting the pieces of the puzzle together.

This is the design stage where we take the insights generated during the first phase and create the messaging, positioning and content plan needed to attract your target audience.

Delivery

The Delivery phase is when we execute on the plan. This means putting together a team of highly skilled professionals who excel at PR, social media and digital marketing.

It all depends on what you need most.

Is Content Worth It?

Today buyers are already most of the way through their purchasing process (67%) by the time they reach out to you.

They've done their research, spoken to friends, influencers and advisers and identified the service they want and who they believe is best placed to supply it..

And content is driving these relationships.

- **75%** of B2B buyers + **84%** of C-Suite use social media to buy
 - **67%** of the buyer's journey is now done digitally
 - **49%** of buyers rely on content to guide their decisions
 - **78%** consume 3 or more pieces before talking to a salesperson
-

What People Say

They are one of the few PR / Marketing agencies that understands how to communicate in an effective meaningful way to customers.

Mark Stephens, Sales Director

You can see the measurable impact our PR programme has had.

Martin Davies, CEO

We could not have written the copy better ourselves.

Mario Blandini, VP Marketing

I was immediately impressed by their tenacity to understand our business and offer clear guidance on how we could impact our market.

Neil Laver, VP Sales

Alex and his team got under the skin of our company and enabled us to see it through the eyes of our customers.

Mark Fanthorpe, Managing Director

Their forensic approach has been first class. Working to research and understand our client differentiation and then turning this into powerful messaging.

Simon King-Cline, Chairman

Alex Moscow, Founder

Alex helps talented business leaders to share their brilliance with the world and enjoy the influence and recognition they deserve.

Together he helps you create content driven campaigns that penetrate the noise and position you as your market's perfect partner.

He learnt his trade working at Bite, one of the world's leading communications groups.

During that time he helped build the profiles of CEOs and the C-Suite at some of world's largest companies including, Samsung, BT, McAfee and Toshiba.

He now uses those same skills to enable his clients to unlock their potential and position themselves as the leader in their field.



"I believe that great businesses deserve great clients, and the key to successfully attracting them is the clarity to communicate with confidence. I am on a mission to give you that confidence."

The Sales **Sweet Spot**

Amplify Your Impact