

# Summer sales survival guide



Summer is a-sizzling, and for most, it's filled with the familiar sounds of an ice cold beer being cracked and the warm smells of a well-stoked barbecue.

But for some poor-fortuned sales reps, a dreaded summer slowdown can roll in from the North, leaving them on a deserted island without a prospect in sight.



Here at Sopro, we're ready no matter the weather. Come rain or shine, keep your summer sizzling with our sales rep survival guide. We have nine top tips to keep your funnel flowing towards closed deal

## 1. Out-of-office

While you may feel like the pesky OOO is a barrier to summertime team success, it provides the exact date your prospect will return to the office. It's an excellent indicator of when you should follow up.

Write a message laced with optimism. Words that inspire and evoke a hopeful future improve results, and action-oriented words highlight the potential for immediate impact.

## 2. Seas the day and focus on nurturing

An average of four decision-makers are now involved in the buying process, which can make peak annual leave times tricky.

Shine with sales enablement content during their absence - demonstrate your expertise and add value. Businesses that tie this content into their sales strategy see a 49% win rate on forecasted deals.

Think case studies, buyer guides, whitepapers, competitive analysis and engaging content such as videos.

## 3. Keep the fire burning

Take up space within the digital sphere and be present where your prospects are scrolling, even if that's on the beach.

By implementing highly targeted paid ads through tools like AdSync, you can get your brand messaging and unique offering out across Facebook, Instagram, LinkedIn and Google Display Ads. Increase your brand presence whilst reducing spend.



With every Sopro campaign, we note their return date and follow up a few days after - you don't want to get lost in a sea of emails.

#### 4. Throw out any dead weight

Keep conversion rates consistent, and spend time refocusing and cleaning up your data. Do this by lead scoring, testing new segments, removing non-starters and reassessing your total addressable market.

#### 5. Keep your cool

Prioritise prospects actively engaging with your inbound marketing efforts. Steer your anonymous traffic towards your pipeline by integrating IP Match and Engage. It will help to capture hidden demand and discover new audiences. Helping you reach the right people at the right time, IP Match can increase booked meetings by 15% and quality by 38% - the ultimate survival tool.

#### 6. Ride the wave


B2B leaders say referrals are the second most successful way of generating new leads, and buyers increasingly rely on word of mouth to inform their buying decisions.

#### 7. Outshine the competition

86% of businesses take a little siesta during the summer, reducing spending on inbound and outbound efforts. The coast is clear, so your messaging can take centre stage.



**23% of our deals signed in January 2023 were from prospecting campaigns in the summer of 2022.**



Trust us, we've tried it. Our highly targeted paid social ads saw a 211% hike in lead rates and a staggering 53% increase in deals signed.

#### 8. Make it a shore thing

Focus on clients who have already converted and are reaping the benefits of your service. Weave upselling into your strategy - increase revenue and demonstrate your extended value. You can also pivot your attention to win-backs. Reactivate dormant customers with well-targeted campaigns and content that will pique their interests.

#### 9. Season highlights

Testing, improving and ultimately optimising your outreach should be an ongoing process, but even more so if you're experiencing a slowdown. There are four key components you can focus on to help you get more from your summer outreach.

**Targeting:** Consider testing new markets, refocusing your current segmentation, and developing your Buyer Persona and ICPs.

**Personalisation:** Companies that nail personalisation see an average revenue uptick of 40%. From messages, webchats, web pages, and forms, see where you can elevate your buyer journey.

**Sending the right message:** your email outreach is fertile ground for A/B testing. Check out our golden rules for the best tips and tricks.

**Test out new channels:** prospects are happy to be contacted on an average of 2.8 channels. So, it's high time you elevated your outreach with multi-channel prospecting.

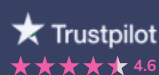
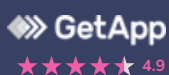
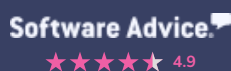


# We're Sopro

We launched in 2015 with a mission to revolutionise B2B outreach using world-class data, tech, and a team of experts. Initially focused on email, Sopro has evolved to offer a multi-channel, intent-based prospecting service, now serving over 600 companies globally.

Now with over 300 employees, Sopro starts meaningful sales conversations to help you sell more. We source your ideal prospects, engage them with personalised messages across multiple channels, and connect them directly to you when they are ready to talk business.

Want to know if Sopro's multi-channel prospecting service can help your business sell more? [Book your discovery call.](#)



## Additional resources



**Blog:** [How to generate more B2B sales leads](#)



**Whitepaper:** [The State of Prospecting 2024](#)