How a Copywriter Boosted Salespeoples' Confidence by getting Sales and Marketing to Collaborate

Business

Amicus Attorney sells legal practice management software to law firms around the world. Approximately 80% of its customers are in the USA. Two versions are available: standalone server and cloud subscription.

Challenge

For reasons beyond comprehension, most organizations separate Sales and Marketing departments.

Although Amicus Attorney had put both groups under one Vice President and located them side-by-side in the office, the two groups rarely collaborated.

Solution

Having worked for organizations in which Sales and Marketing people barely communicated with each other, Dave Chappelle was determined to increase cooperation between the two departments.

Dave asked the Sales Manager for permission to sit in on Sales meetings.

When the Sales Manager first introduced Dave to the Sales team, the tension in the room palpably increased. Initially (and understandably) wary, the Amicus salespeople relaxed after Dave explained he...

1. Had been a commission-only salesperson for several years (they were salary + commission);
2. Was keenly aware that nobody got paid if salespeople didn't sell; and
3. Was there to sit quietly, listen to their concerns, and then deliver whatever marketing material they thought would help them sell more.

To blend his new self-acquired tasks with his regular marketing content creation duties, Dave told the Sales team he observed a rule that a Senior Software Development Team Lead had taught him years before.

The 10-Minute Rule says, "If I can solve your problem within 10 minutes, I will. If it'll take longer, then you bring it to the Sales & Marketing VP for prioritization."

The Sales team agreed, and Dave began working on material the Salespeople requested.

The Sales Manager also took on a new duty: he assumed the task of presenting the new material to the VP for approval.

His plan was to approach her with the new material in hand and say, "[Salesperson] has a prospect who wants to see [whatever it was]. Dave put this together very quickly for us. I've looked it over and it's fine with me. Do you have a minute to approve it? This can help us make the sale."

Outcome

The veteran salespeople were pleasantly surprised when Dave delivered the first requested material. When he fulfilled the next request, word spread that he was actually doing what he'd promised.

Soon they were appearing at his desk individually, asking things like, "I've got a lawyer who only cares if the software will do *X* and *Y*. I told him it does, but you know lawyers, he wants something to read. There's nothing in the Marketing Folder that covers these. Can you put together a one-pager on those features for me?"

Knowing they could ask for and receive whatever leave-behinds and feature sheets they needed, increased both their confidence and sales volumes.

Once the Sales & Marketing VP saw for herself that the new material wasn't interfering with the work she was regularly assigning Dave, she became accustomed to approving the new material as soon as the Sales Manager asked.

Get results like that by contacting Dave