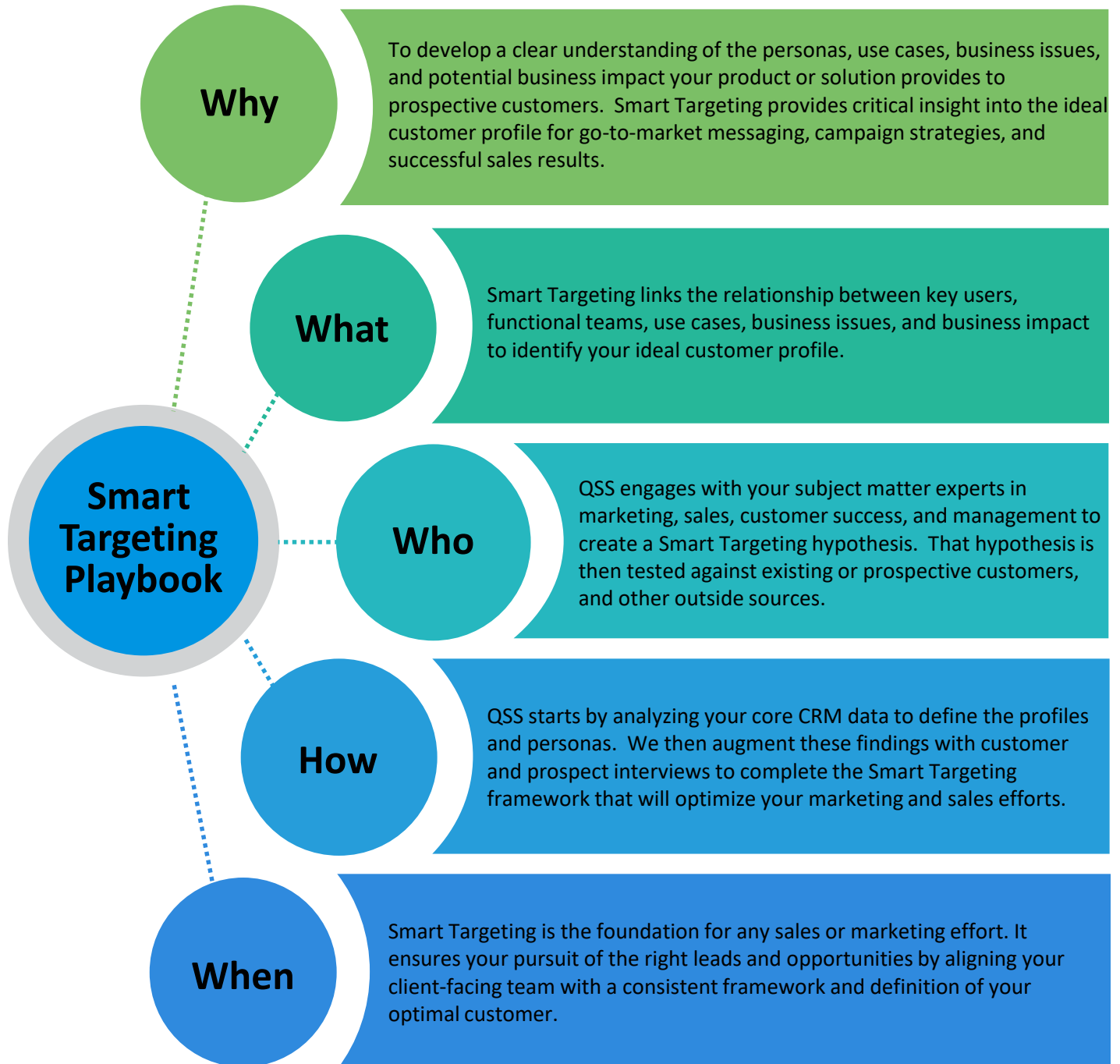


# Smart Targeting Playbook

Smart Targeting leverages the “science of sales” by using your existing CRM data to identify optimal customers based on a consistent analysis framework. Simply put, Smart Targeting provides you with the ideal customer profile - and which companies are an ideal fit for your offering.



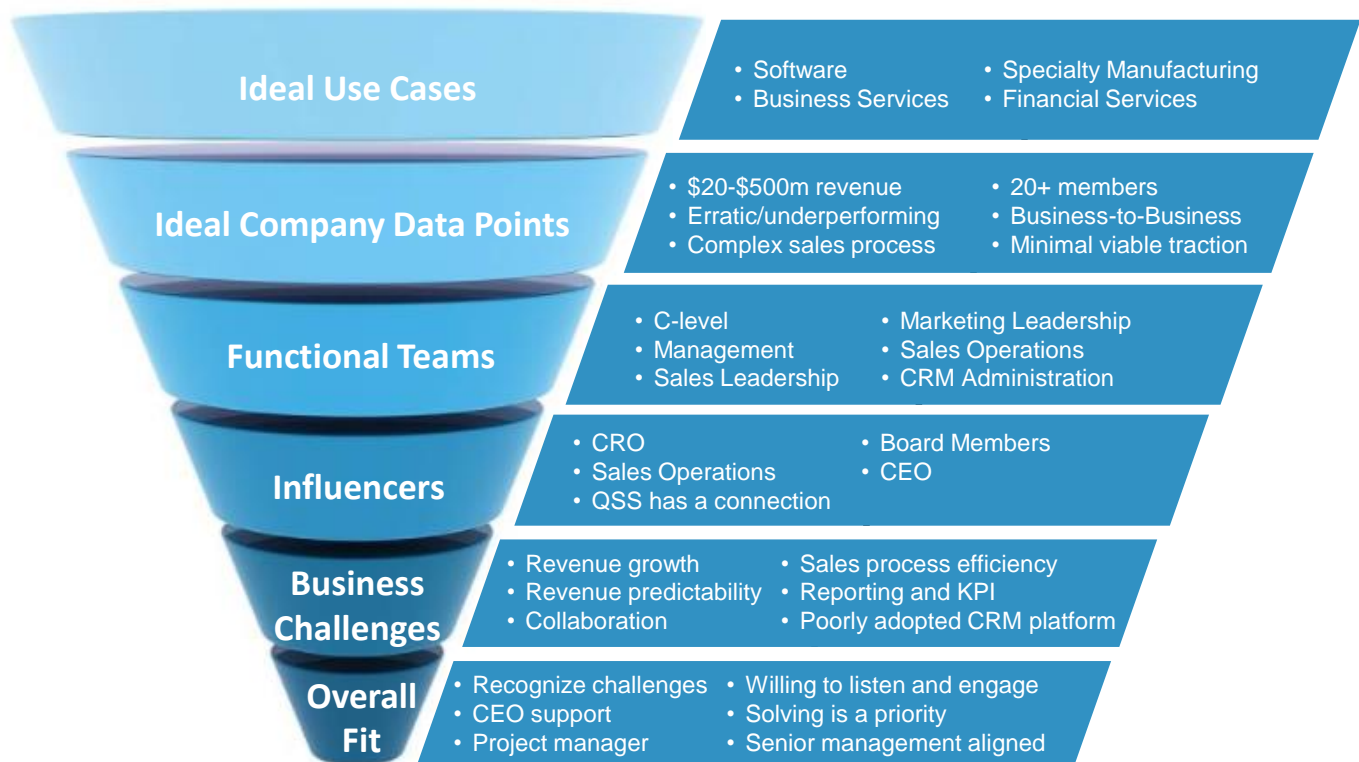
## Benefits

Smart Targeting improves the efficiency and effectiveness of your sales efforts by aligning marketing, sales and management to your optimal client or customer. It increases the volume and velocity of quality opportunities by aligning to your optimal customer profile

# Bulls eye with Smart Targeting.

Help your sales team stop chasing unproductive leads. Develop the ideal customer profile of your most profitable (as well as unprofitable) customers. Create a framework and guidelines to focus marketing and sales on the right type of companies and key stakeholders in those companies. Leverage these findings to establish use cases that align the buyer's journey to your sales efforts.

## SMART Targeting Example



## Immediate benefits of Smart Targeting include:

- Marketing and sales campaigns aligned to your best prospects
- Reduction in customer churn by focusing on those customers that matter most
- Ability to leverage recent wins, and the underlying profile, for new opportunities
- Ability to capture additional wallet share (cross-sell & upsell) from your best customers

## Why QSS?

The science of selling is in our DNA. We apply Smart Targeting across the entire lead- to-closed/won lifecycle. We work directly with your marketing and sales team to apply this rigor and discipline to identify the right leads and opportunities, and accelerate the velocity of both lead-to-opportunity conversion and discovery to opportunity closing.

## To find out more about Smart Targeting:



1 610-644-6315



[www.qsstrategies.com](http://www.qsstrategies.com)

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