

# Sellers' Compass™ Training: Campaigns That Create Customers

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*"The "Campaigns that Create Customers" workshop offers a challenging, hands-on opportunity to architect campaigns that take a scientific approach to understanding a buyer's process and aligning content and channels in ways that will best position your organization's brand, messages and sales organization for successful prospect engagement. Marketers who are interested in taking a buyer-centric approach ... will find this training highly valuable."*

Sr Mgr Campaigns,  
Good Technology

**How much would sales grow if campaign engagement increased by 100%?**

**What is the impact if you knew exactly how to engage decisions makers?**

**How shorter would sales cycles be if campaigns drove customer decision points?**

In this fast-paced, highly interactive training, you will learn how to develop and execute multi-channel B2B demand generation and nurture campaigns. By aligning campaigns with customer decision journeys and knowing which calls-to-action to use, you can drive higher levels of campaign performance, lead conversion and customer interaction. From our work with Fortune 500 and SMB companies coupled with tools from the Sellers' Compass™, you'll learn:

- **Why your campaigns aren't performing and how to fix them** with a gap analysis tool that identifies root cause for low conversion rates.
- **Build multi-channel campaigns that accelerate our sales cycle** learning how to use customer decision journey to define waterfall campaigns.
- **Tools by working with your own or a real-world case study** in group and individual exercises.
- **How CTAs help customers achieve internal milestones** and how to use personalization to be contextually relevant across channels.
- **Get sales to act on your leads** and how to effectively help them follow-up on the marketing leads.

**Included in each participant's course registration fee is 2 hours of check-ins and learning application coaching for 45 days following the completion of the course.**

# Sellers' Compass™ Training: **Campaigns That Create Customers**

## What Will I Learn?

<b>Morning</b>
How the new Customer-Seller dynamic impacts campaigns
Introduction to Sellers' Compass: Your Decoder Ring
Decoding your customers' journey
Creating campaigns that inspire, motivate and create
<b>Afternoon</b>
Achieving lead quality and velocity
Defining campaigns that inspire and create customers
Lead scoring
Campaign performance metrics

*“This workshop is incredibly valuable for any marketer looking to map out the buyer's journey for their organization. It helped me better understand how our prospects become leads and which types of content to leverage at each buying stage to help them through that process.”*

Director Marketing,  
 FullCircle CRM

## Who Should Attend?

- |                                   |                       |
|-----------------------------------|-----------------------|
| Demand Generation                 | Field Marketing       |
| Corporate Marketing               | Marketing / Sales Ops |
| Digital Marketing                 | Product Marketing     |
| Inside Sales/SDR/BDR Team Leaders | Customer Marketing    |

## What Is the ROI from this course?

At the conclusion of the course and from ongoing use of what you've learned, you'll be able to:

- Develop and execute campaigns with 75+% increases in performance.
- Increase marketing generated pipeline by 20-40%.
- Increase marketing ROI by 30%.
- Know how to create greater customer engagement.

## What is the price?

Our public in-person courses are **\$795 per person** / per course.

## Discounts:

- If three or more people from the same organization register for a course, each will receive a \$150 discount per course.
- If you register for multiple courses during the same event, you will receive a \$100 discount per course.



We Listen. | We Craft. | We Deliver.

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For Training FAQs: <http://www.newbizs.com/consulting-services/sellers-compass-training-fags/>

**Upon completion of this course you'll receive a certificate.** Complete all three courses of the Journey Curriculum and you'll become certified in the Sellers' Compass – Journey Stage methods.

Each course participant is automatically enrolled in the Sellers' Compass Alumni Club, a private community. Membership includes access to non-public webinars, tools, networking works, and discounts on future courses.

**Interested in a customized on-site version of this course for your organization?**

Please contact us at 415 309 7017 or at [training@newbizs.com](mailto:training@newbizs.com)

**How to Register?**

Contact us at 415.309.7017 or at [training@newbizs.com](mailto:training@newbizs.com)

**“We’re using the Sellers’ Compass as a foundation to build our content strategy AND mix initiatives. This is really about understanding your customer, their needs, buying process and decision making that gets to an outcome. Without it we can only GUESS what that is.”**

Dir. Demand Gen  
*Lithium*

## About New Business Strategies

New Business Strategies helps companies turn customer engagement into their biggest sales and brand differentiator. Our Sellers' Compass tools and services layout practical and measurable paths to knowing your buyer, taking the guesswork out of how to market and sell to them as well as how to align your people, processes, technology to meet their expectations. Based in Silicon Valley, CA, and Fort Lauderdale, FL, we have a proven track record and the tools to that help companies accelerate their growth and ROI rates as well as achieve higher customer loyalty rates.

## New Business Strategies

415.309.7017  
[www.newbizs.com](http://www.newbizs.com)

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