

Case Study: how we got our client in the room with **multiple Fortune 500 companies.**

In this doc I'll cover:

- 1 - How we reframed their offer for optimum market resonance;
- 2 - How we created sales assets to capture relevant attention from our client's ICP;
- 3 - How we were able to build the client acquisition infrastructure that allowed our client to get on calls with companies like Foot Locker, Shell and Unilever.
- 4 - How we helped them refine their sales process.

For context:

Loud Parade is a sonic branding agency.

That in and of itself already makes our life a lot easier because it's new, different, they had product-market-fit and great case studies.

Their goal was to refine their marketing and sales process, and have us build them a client acquisition infrastructure that brought them deals essentially on demand.

The process:

Step 1 - Positioning

To begin with we looked at the different industries they targeted and identified industry-based pain points.

From there we narrowed it further down and started to identify role-based pain points.

Having this understanding of the challenges in the industry across the board, as well as what each decision maker struggles with allowed us to help Loud Parade address each of these pain points in their messaging, and position themselves as the solution.

Step 2 - Sales Assets

The Sales Assets are the core of this entire operation.

They are long-form pieces of content that will serve as the foundation from which we will do everything else.

Sales Letter & Landing Page

These were the first assets we built.

This letter serves a few purposes:

- Make a bold claim/promise
- Showcase proof to back up that claim
- Provide an original Thesis (aka a New Way of Doing things and achieving the promise)
- Create a compelling sales argument as to why this Thesis is the correct way to achieve the bold claim.
- Give them legitimate content that would get them to the bold promise if they used it
- Create contrast between their current mechanism and the thesis mechanism
- Make them an offer

This is going to be the piece of content that will take the longest to produce.

It will also be the one that provides the most clarity to our operation, serving as a North Star.

Step 3 - Outbound client acquisition system

After the Sales Letter, comes the toughest part - acquiring clients.

Sure, having a Slam Dunk Offer makes it easier, but if you have no one to sell it to, it's as good as nothing.

So, we solved this issue by scraping the leads, monitoring and implementing a DFY email marketing system that we managed internally. On top of that, a LinkedIn outbound marketing campaign was also deployed.

The copy and messaging were built around the problems we identified their ICP had during our research phase.

So this was a matter of concisely conveying the value of what our client does, and providing evidence through the case studies and other sales assets.

Step 4 - Sales Process Refinement

Our plan was on track: the client had a great offer, and his funnel was converting the interest into booked calls.

Point was - “How would we be able to close them?”

Sure, his offer was good, but it still took a lot to sell it to someone.

So we built the client a custom sales script, crafted around the pain points his ICP had.

To ensure the prospects actually showed up to the appointments, we built lead nurturing sequences that acted both to remind prospects of the appointment, and educate them on our client’s processes.

In addition to that, we coached him on a weekly basis on how to handle the calls, and reviewed his call recordings to give him feedback on what could be improved.

Some Final Words...

Thanks for reading until the end.

This is the exact 4-step process we used to get our client appointments with multiple Fortune 500 companies.

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