

Track your demand generation progress, drive new business, and become a trusted authority.

Use this checklist to track your progress for each piece of the Roofing Demand playbook.

Content Strategy

We're seeing a big impact on sales when we routinely post articles that answer our customers' questions.

- We've published 24 - 36 unbiased articles in the last 90 days that address the range of questions around costs, problems, reviews, best of, and competitors.
- Our content team operates as an extension of the sales team, contributing ongoing customer-focused content ideas to the editorial calendar.
- Buyers have access to comprehensive guides to enhance their understanding and help them make purchasing decisions. The sales team utilizes these guides to pre-qualify potential buyers.
- We're seeing boosts in organic traffic and keyword rankings and our leads are increasing due to strategically placed calls-to-action.

In-House Content Management

We have a team member solely dedicated to managing our content marketing efforts (i.e., the Content Manager).

- Our content manager exclusively focuses on content management as a full-time role, free from additional responsibilities or the need to prioritize content creation amid competing demands.
- We're publishing at least 3 articles per week, every week.
- We are empowering a culture of content in our organization by becoming the best teachers in the world about what we do.
- We're able to track our impact by measuring organic traffic, keywords, contacts, conversions, and revenue.

Sales Videos (7 Types)

We use video to give our buyers a chance to get to know us easily—seeing, hearing, and getting a feel for who we are even before our initial meeting.

- We've created and posted various videos on our website, including employee bios, landing pages, FAQs, product/service demos, customer journeys, cost breakdowns, and videos supporting our claims.
- Our videographer exclusively focuses on video production as a full-time role, free from additional responsibilities or the need to prioritize content creation amid competing demands.
- We're publishing at least 2 videos per week, every week.
- Our sales team uses videos in the sales process.

Assignment Selling

Most of our sales team integrates assigning learning materials within the sales process, contributing to the improvement of our sales metrics.

- The sales team uses written and video sales enablement content to educate and equip buyers for each stage of the buying process.
- The sales team has established a monthly commitment to collaborate with the marketing team, sharing their expertise as Subject Matter Experts.
- The sales team has developed email templates for Assignment Selling.
- Effective Assignment Selling has led to a reduced sales cycle and an enhancement in our closing rates.

Sales Adoption

There's compelling evidence showing the sales team's adoption of Assignment Selling principles and tactics has led to notable improvements in our sales KPIs.

- We've set clear standards and best practices governing the specific use, timing, and context of 1:1 personalized videos within the sales process.
- The sales team has undergone training and consistently applies best practices during video sales calls.
- The sales team is confident and effective in the opening and closing of sales appointments, equipped with the latest sales communication training.

The Revenue Team

When it comes to generating revenue, our sales and marketing teams are aligned in their priorities and recognize the significant impact of content on driving revenue.

- We're dedicated to holding regular meetings that involve sales, marketing, and other essential customer-facing departments.
- The Revenue Team is well-informed about recently published content, their purpose, and how they can be utilized in Assignment Selling strategies.
- The Revenue Team understands how our produced content contributes to attracting customers, closing deals faster, and fostering the company's growth.
- We agree that the Revenue Team serves as a valuable cross-departmental platform, nurturing constructive feedback and communication among departments.

Sales and Marketing Tools

The data collected from sales and marketing is utilized to personalize and refine our marketing content and sales process.

- Our CRM is our sole source of truth, seamlessly connected with our marketing tools and analytics.
- Prior to following up with a lead, the sales team leverages comprehensive analytics and contact records that exhibit the complete history of a buyer's engagement with our website and content.
- Our sales and marketing tools accurately track the impact of content on sales, revenue, and profits as accurately as possible.
- The sales team regards the CRM as an invaluable sales asset and assumes responsibility for ensuring its health and accuracy.

Website UX

We acknowledge that our website can continually improve. It ensures our buyers quickly locate the most relevant content and clearly understand how to initiate the buying process.

- Our Learning Center comprehensively covers all buyer questions and is conveniently accessible through the main navigation.
- The main navigation of our website ensures quick access to pricing details, allowing buyers to gauge costs as accurately as possible before reaching out to us.
- By monitoring user data and analytics and implementing improvements to the buyer's journey, we've elevated conversions and created additional sales opportunities.
- We've strategically integrated a balanced mix of direct and transitional calls-to-action to capture buyers at any stage of their journey.

Self-Service Tools

Visitors on our website can effortlessly customize their learning process, refine their choices, and independently assess their qualifications.

- Buyers have the opportunity to self-qualify through touchless or virtual means on our website better than any competitor within our industry.
- Buyers can gain a solid understanding of pricing or pricing ranges on our website through tools such as price estimators and ROI calculators.
- Buyers can personalize content to suit their specific needs and streamline their buying options with ease.
- The sales team recognizes the significance of having self-selection tools on our website and acknowledges how they attract more qualified buyers.

Company Alignment

Our organization aligns with the vision of educating in the way our buyers prefer to learn and selling in the way our buyers prefer to buy.

- We acknowledge the evolving nature of buying behaviors. Consequently, our marketing and sales strategies are continuously adapting to these changes.
- The sales team comprehends and embraces their role in our digital sales and marketing initiative, recognizing it as primarily focused on sales.
- We're fully committed to becoming the best educational resource for our customers, aiming to be the go-to source in our industry. We recognize that if we don't take this initiative, one of our competitors will.
- Everyone is aware of the outcomes derived from our digital sales and marketing activities and their direct influence on sales.