

## PR a vital tool in the sales kit

Your sales teams need plenty of ammunition to position you against competitors, address sales objections and ultimately close more deals.

In a recent survey of more than 100 companies in the B2B and B2C markets, nearly half the sales execs surveyed felt their marketing department was “*doing a poor job*” of providing them with PR results that helped the sales effort.

What do they value? More than three quarters of the salespeople surveyed felt PR and ‘word of mouth’ were more effective than advertising at generating sales leads.

In fact, these salespeople felt reprints of articles (generated by PR) were more important than their sales brochures.

Across the board, the Top Five tactics that rated among survey participants were:

- **Speaking engagements** – securing opportunities to speak at industry conferences and events (80 per cent of respondents rated this as a most important tactic)
- **Generating articles in the media** – around three-quarters of participants saw this as vital
- **Customer case studies** – that is, short (one or two page) overviews of how customers have benefited from working with the company. These overviews, which can be used as collateral and – where appropriate – also used to generate media coverage, were highly rated by three-quarters of sales and marketing execs
- **Product awards and product reviews** – more than half of survey participants found that where favourable reviews of their products existed, these were highly effective in the sales kit
- **Direct marketing** – while less popular than the other tactics, around a third of survey participants felt that direct marketing campaigns were beneficial to the sales process.

In short, sales teams are looking for PR-rich support: through articles, case studies and other tactics that deliver factual, media-mediated evidence that helps customers get to know you, and the reasons why they should choose you over competitors.

At Pentica PR, we have decades of experience in setting strategic PR goals, and employing the most suitable tactics to help our clients reach these goals.

We can help you develop the tools – or combinations of tools – that your sales people want, and need in order to deliver great results. Contact us on **+612 9799 0896** or via **info@pentica.com.au** to find out more.

## About Pentica PR

Pentica PR is one of Australia’s most experienced public relations agencies. We help B2B, technology and professional services companies communicate intelligently with their customers, the media and other stakeholders – thereby building a reputation that helps drive revenue.

For more information about how Pentica PR can help you achieve real business goals, see us at [www.pentica.com.au](http://www.pentica.com.au)