

Social Selling Enablement

Geo-Expansion Service



Geo-Essential Plan
up to 3 sellers

€1350 Startup

€900 price per month

Strategic Intake
Setup Listening tools
Team Training

6 weekly engagement opportunities
+ written comments
Bi-weekly Seller check-in (10 min)

Monthly stakeholder meeting

Reporting

Ideal for individual users or small teams starting to explore LinkedIn engagements in new Geo's

Geo-Advanced Plan
up to 5 sellers

€1550 Startup

€1245 price per month

Strategic Intake
Setup Listening tools
Team Training
TBS

10 weekly engagement opportunities
+ written comments
Bi-weekly Seller check-in (10 min)

Monthly stakeholder meeting
Quarterly strategy meeting

Reporting
Gamification and Badges

Suitable for medium-sized teams looking to optimize their LinkedIn engagements in new Geo's

Geo-Pro Plan
up to 10 sellers

€1950 Startup

€1975 price per month

Strategic Intake
Setup Listening tools
Team Training
**TBS + Readiness scan
CRM Integration setup**

16 weekly engagement opportunities
+ written comments
8 weekly Sales Signals
Bi-weekly Seller check-in (10 min)

Monthly stakeholder meeting
Quarterly strategy meeting

Reporting
CRM integration
Gamification and Badges

Suitable for key account teams looking to optimize their account engagements in new Geo's

Challenges—

—25 years ago, you could call 100 people, ten would call you back, three would set a meeting, and you would close one deal. How to setup a process that works today?

—Outreaching to new contacts is time consuming. It involves researching prospects, engaging in conversations, sharing insightful content, and building relationships. Many salespeople struggle to balance these activities with their other responsibilities.

—Traditional market entry strategies often involve substantial upfront investments in local offices, staffing, and marketing campaigns.

Solutions—

—The **Geo-Expansion Service** test the waters in new territories by engaging with key audiences and potential clients through our service, assessing market receptiveness and gain valuable market insights.

—The **Geo-Expansion Service** ensures the engagement opportunities are regular and targeted. Each week, we provide a curated list of top-tier engagement opportunities chosen for their relevance and their potential to start meaningful conversations.

—The **Geo-Expansion Service** is designed as a robust strategy and a clearly defined process. This strategic foundation allows us to measure performance, refine tactics, and ensure scalability.

Break Into New Markets

Expand beyond borders without boundaries

Navigating the Digital Transformation:

To effectively influence the buyer's journey in new markets, it's essential for Sales to engage in quality conversations that are timely, relevant, and tailored to the specific needs and interests of your audience. Our service ensures that these conversations happen, connecting you with the right people at the right moments, focusing on the topics that matter most to them.

86%

Higher connection rate on a "warm" connection request than "cold" outreach, due to warm prospecting and researching.

LinkedIn Insights 2023

14-12

People involved in tech purchases when selling technology to cross functional teams. It's tough to understand this group.

Gartner 2020

82%

Of top performers say they "always" perform research before reaching out to prospects.

State of sales UK 2022

47%

Read 3-5 pieces of content before reaching out to a company.

Gitnux

65%

Of B2B buyers are Digital-First buyers. They avoid talking to sellers and prefer to do their research on Social Media.

TrustRadius 2022

43%

Use social networks as a primary source of information.

Hootsuite

Objectives

Build a strategic process, focused on incorporating modern selling practices into the business routine, with a special focus on geo-expansion. We will enable your team to execute on the most valuable outreach activities tailored to new and diverse territories. Researching prospects, engaging in conversation and sharing insightful comments targeted to the accounts that will most likely want to buy.

This will result in an increase in connectivity, increase in pipeline and overall growth.



Pipeline Expansion



Build Authority
& Trust



Increased
Connectivity



Enhanced
Visibility

Geo Expansion Done Right

Leverage AI-powered insights to connect, engage and nurture clients in new international markets.



Geo-Expansion Service: engagement opportunities

We combine state-of-the-art AI-powered tooling with our extensive social selling expertise. With this, we will ensure your Geo Expansion activities are scalable, measurable remain consistent and focused.

- ✓ **Weekly Engagement Opportunities:**
Each week, we will identify and provide you with relevant engagement opportunities on LinkedIn. These are posts from your target audience where you can engage with giving you a chance to interact and build relationships.
- ✓ **Weekly outreach opportunities:**
Each week, we will identify potential buyers within your preferred accounts and provide you with an analysis of their priorities, needs, and motivations. This will empower you to tailor your outreach and engagement strategies effectively.
- ✓ **Bi-weekly seller check-in:**
Every other week the coach will sit down with the sales team and discuss the engagement opportunities and the outreach activities. Holding the team accountable for the actions to be taken and keeping the leads on top of mind. Ensuring ongoing improvements.

Providing your sales teams with a consistent flow targeted **engagement opportunities** and enabling them to have a “warm” way in.

Resulting in a weekly flow of :

- Digital Handshakes
- Targeted connections (MQL's)
- Meetings planned

All within the target audience, at the right level, at the right time, ensuring **insight driven discovery meetings**.

Outreach with Insights – engagement opportunities



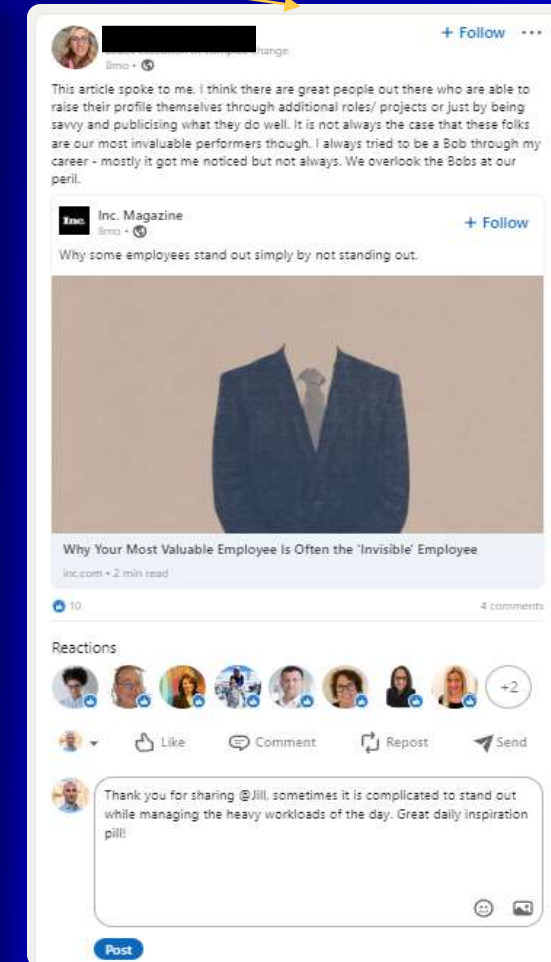
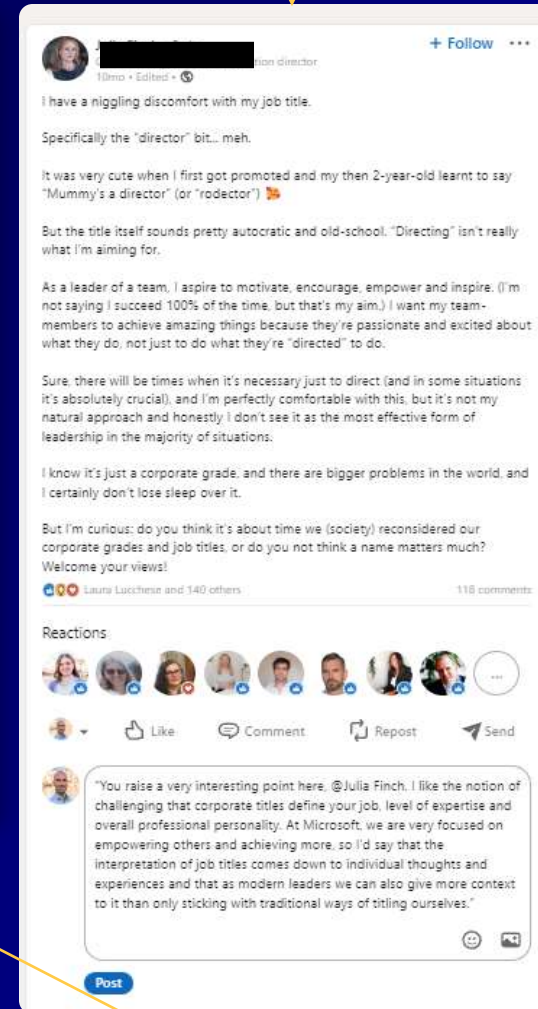
Found and qualified by our social Listening team

Engagement Opportunities

Enable your sellers to engage:
We source the best engagement opportunities and supply your team with a high-quality comment.

Eliminating the barrier for sellers to engage with whom they should engage with, and how.

Consistency is key:
Consistently adding connectivity by being part of the discussion with people within the buying committee.



Comment delivered by our Engagement consultants

How does this look like?

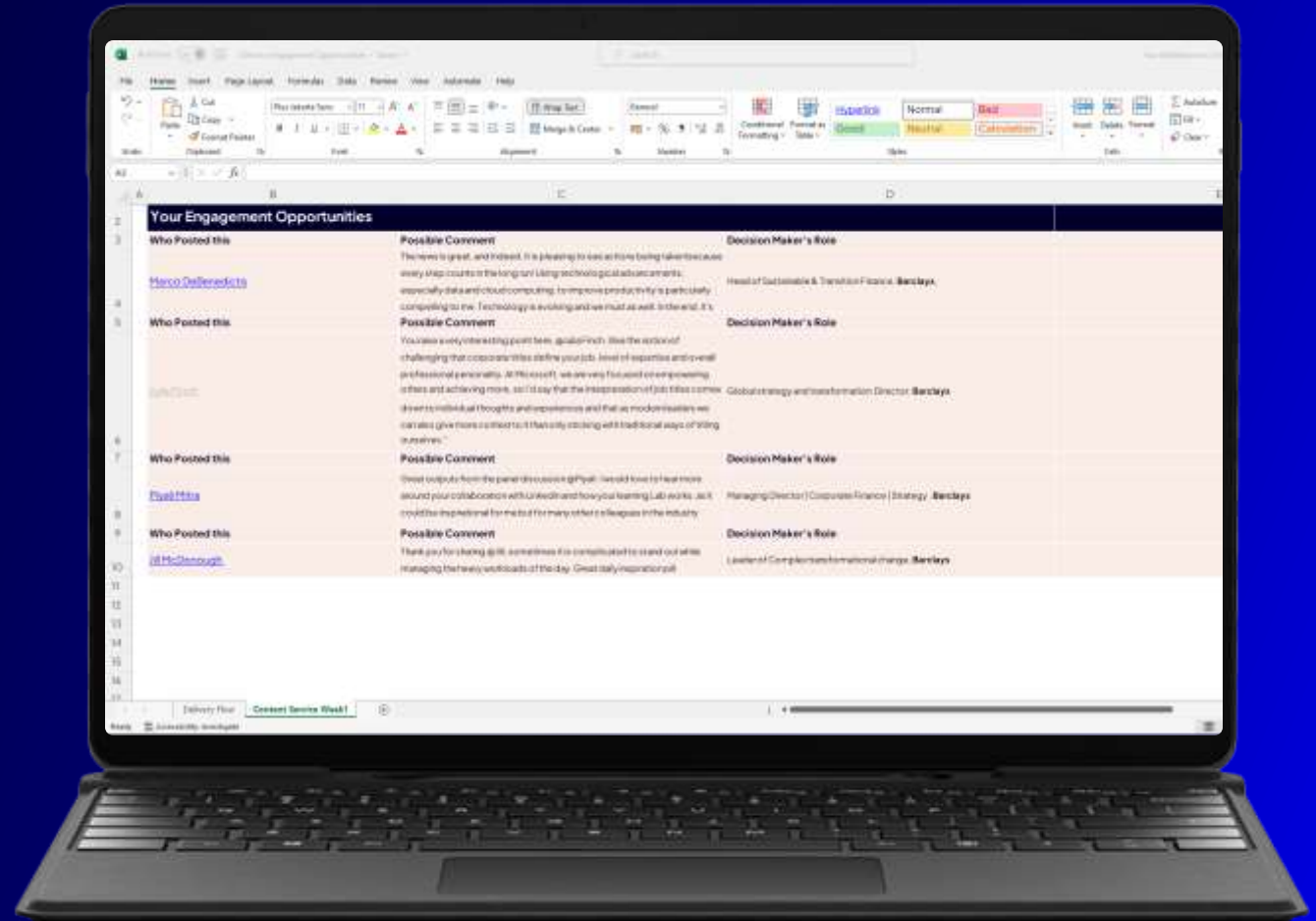
Sales Outreach Opportunities

Digital Handshake:

Keeping track on the list of leads is important. Building up relationships is not a one-off event, it takes time, attention and consistency. The first step is to establish contact. When they respond, we call it a Digital Handshake.

The art of Follow-up:

The next phase is the nurture phase. Once the digital handshake has been made, the seller is in. Following up with a call to action will have a much higher respond rate than a cold outreach.



Program Timeline

Weeks	1-2	3-4	5-6	7-8	9-10	11-12
Intake with sales team Collecting BDM data from CRM	●					
Setting up the listening tools Outreach Templates Setup tracking system Baseline Scan	●					
Training sales (Professional Branding and Tricycle Engagement Opportunities Process)	●					
Delivery of Engagement Opportunities, Including Written Comments, per week		●	●	●	●	●
Bi-weekly 10 minutes check in SDR / Tricycle Consultant		●	●	●	●	●
Monthly Stakeholder call		●		●		●

Results for Geo Expansion Service

From Engagement to Meetings: A Breakdown of Our Process and Results (Remember, these figures are estimates based on averages and the actual results may vary)

60

Engagement opportunities provided

30

Digital Handshakes

20

Connections

+20

Marketing Qualified Leads

+5

Sales Meetings

10+

Sales Hours Saved

Full Service building blocks



Onboarding

Receive comprehensive onboarding support, including a product walkthrough, team training and access to helpful resources

Get up to speed quickly and make the most of your Geo-expansion Service from day one



Strategic Intake



2 x 60 minutes — Group Session

- Building detailed buyer personas for precise targeting.
- Exploring industry-specific topics for meaningful engagements.
- Defining broad, yet attainable, engagement goals for program success.



Readiness Scan



Included in Advance and Pro Plan

- zero measurement on seller's social readiness
- Tricycle Branding Score analysis to pinpoint areas of improvements



Setup Listening tools



Included in Essential, Advance and Pro Plan



- Establishing search parameters to capture industry-specific conversations.
- Setting up notifications for real-time awareness of relevant discussions.
- Finding our flow of industry insights for strategic engagements.



Team training






60 minutes — Online Group Session



- Optimizing LinkedIn profiles for maximum impact and visibility
- Guiding through the sales outreach process for clear understanding
- Empowering the team with best practices for effective engagement

Legend

-  Pro
-  Advanced
-  Essential

Product

Our team identifies relevant LinkedIn engagement opportunities and carefully selects the top ones per user. For each opportunity, we craft a customized comments designed to initiate meaningful conversations and showcase your expertise.

Besides the Weekly Engagement Opportunities, in the Pro-plan, we create a list of relevant Business Decision Makers. From this list, we select the best way and provide the sales team with an actionable item to engage.



Engagement Opportunities

Customized Weekly Opportunities

- Identifying x weekly engagement opportunities tailored for each user.
- Crafting personalized comments to initiate meaningful conversations.
- Showcasing your expertise with insightful and engaging dialogue.






Sales Signals

Include in Pro Plan

- Building a list of relevant Business Decision Makers (BDMs) in your industry.
- Handpicking signals each week for targeted outreach.
- Delivering changes in positions weekly.

Legend

-  Pro
-  Advanced
-  Essential

Team

Our Engagement Consultant is at the front line of service execution. They are creating custom comments, custom captions and engaging text designed to initiate valuable conversations and highlight your industry expertise.

The Customer Success Manager acts as a vital conduit between your business objectives and our strategic solutions. They ensure that our services align perfectly with your ambitions. Their role guarantees your satisfaction and enhances the value you gain from our services.

Our Strategist focusses on broader business context, they guide our service strategy through quarterly strategy meetings, reviewing past achievements, suggesting strategic improvements, and setting objectives for the upcoming quarter.

Legend

- Pro
- Advanced
- Essential

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-
-

Engagement Consultant

Activating Opportunities

- Responsible for executing the service offerings.
- Skilled in identifying and driving engagement opportunities.
- Ensures effective communication and meaningful conversations.

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-

Customer Success

Included in Advance and Pro Plan

- Serves as the crucial link between client's business objectives and our solutions.
- Translates business goals into actionable plans for the engagement consultant.
- Ensures customer satisfaction and maximizes the value of our services.

-

Strategist

Included in Pro Plan

- Provides a strategic overview of the service landscape.
- Ensures alignment of our solutions with evolving industry trends.
- Guides the service strategy, considering broader business context.

Governance

During the brief 10-minute meetings, we'll address any immediate questions or concerns the team may have, share insights from the week's activities, and ensure your engagement strategy stays on track.

In our monthly stakeholder meetings, we take a deeper dive into the efforts. We review the results of the past month, address any strategic changes or issues, and set the course for the upcoming month.

Our quarterly strategy meetings are designed to take a step back and look at the bigger picture. We'll review the achievements and learnings from the past quarter, discuss strategic improvements, and set ambitious yet achievable objectives for the next quarter.

Legend

- Pro
- Advanced
- Essential

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Bi-weekly check-in (10 min)

10 minutes — Group Session

- Share and discuss insights from recent engagements for improvement.
- Swiftly address immediate queries and concerns to ensure smooth operations.
- Regular check-ins to confirm alignment with the strategic objectives.

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-
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Monthly stakeholder meeting

60 minutes

- Review of the past month's results to measure and appreciate progress.
- Discuss and address any strategic shifts or issues for maintaining strategic alignment
- Set clear and actionable course for the upcoming month to continue momentum.

-
-

Quarterly strategy meeting

90 minutes

- Reflect on achievements and learnings from the past quarter to celebrate success.
- Engage in discussions about strategic improvements for continuous enhancement.
- Establish ambitious yet achievable objectives for the upcoming quarter to drive growth.

Reward

Add a sweet touch to your team's motivation! Our gamification strategy rewards the team member who has gained the most industry-related connections with a tree planted in our forest. This fun incentive encourages active engagement and networking within your industry using our service.

Celebrate networking milestones with our badge system. Collect digital handshakes and earn Bronze, Silver, and Gold badges. Boost engagement and foster a positive networking culture.

Legend

- Pro
- Advanced
- Essential



Gamification

Green reward system

- Foster a sense of friendly competition to improve participation rates.
- Every lead you gain, is another tree we'll plant in the winner's name.

Find our digital forest here: [Forest of Tricycle](#) | [Tree-Nation](#) - [Forest's trees](#)



Badge

Earn recognition as you engage

- Bronze badge for 50 digital handshakes: Start your networking journey.
- Silver badge for 100 digital handshakes: Showcase your growing influence.
- Gold badge for 150 digital handshakes: Celebrate your digital networking prowess.

Technology

Seamlessly integrate our service with your internal systems via CSV upload. Enjoy streamlined data transfer, improved data quality, and enhanced operational efficiency.

Automate your workflows and increase productivity with our Zapier integration. Achieve real-time data syncing, automated updates, and improved business efficiency.

Legend

- Pro
- Advanced
- Essential



CVS upload

Included in Pro Plan

- Smooth data transition: Facilitates swift integration with CRM.
- Improved data quality: Reduce errors, ensuring accurate entries.
- Operational efficiency: Accelerates data processing and streamlines access.



Zapier

Included in Pro Plan

- Real-time data syncing: No more manual data entry.
- Automated updates: Ensures data accuracy and timeliness.
- Improved business efficiency: Automates processes for time-saving.

Case studies



Enabling sellers to boost pipeline by providing a steady stream of engagement opportunities

Our client is a mid-sized B2B company operating in the tech sector, specifically focused on providing innovative cloud security solutions across Europe. Predominantly servicing the Financial Services, Legal, and Human Resources industries, they are dedicated to protecting sensitive information and systems, leveraging their unique expertise to ensure client data remains secure and compliant.



Challenges

Skill and Knowledge Gap: The sales team is challenged by a lack of time and knowledge to effectively utilize LinkedIn as a sales channel.

Process and Accountability Deficit: The absence of a solid process and proper management oversight inhibits the sellers' consistent use of LinkedIn for sales efforts.

Measurement and KPI Establishment: The company struggles to establish and monitor relevant KPIs, leaving them unable to effectively measure the success of their LinkedIn activities.



Our Solution

We conducted in-depth research to understand the target audience and ensure that the provided opportunities where align with the business goals.

Our experts provided a weekly list of top opportunities, tailored comments, and insightful analytics, resulting in efficient and impactful connections.



"Sales Outreach Opportunities truly transformed our LinkedIn engagement strategy. The team's deep understanding our challenges and their commitment to delivering tailored value through their weekly opportunities have been instrumental in driving growth and fostering meaningful connections."

Account Executive

Impact

4

Sellers served

3

Months program

+25

SSI Increase

4.8/5

Program score

+100

Sales Outreach Opportunities

60

Digital Handshakes

+39

MQL's

11

Meetings

Accelerating Sales Growth for Microsoft's Sales Teams by driving connectivity



Tricycle's Pipeline Hack unlocks key account insights and enables sellers to increase contactability, save time, new BDM connections and extra sales opportunities.



Challenges

Increase use of Data Insights. There are 6 billion social media messages, how are you using that to your advantage?

Align Marketing and Sales. How to enable Sales with actionable items that are being valued and used to create more connections in CRM.

Increase internal tool adoption. Internal tools are filled with relevant content & data, but the usage stays behind.



Our Solution

Tricycle planned short but detailed sessions for Key Account teams where the focus is on the account and on **executing and improving connectivity**.

Tricycle prepared Social Media research beforehand, ensuring that the **business decision makers** list was created, the **social insights** were connected, and the **content to engage with** was ready.



"The Tricycle team understands the challenges of Microsoft Sellers really well, so the approach based on their account challenges is a great approach and great benefit."

Account Executive

Results

12

Participants

110

Engagement opportunities

53

Digital handshakes

44

Added BDM's in CRM

9

Client meetings

60+

Sales hours saved

+2

Opportunities in CRM

4.8/5

Program score

Telefónica's approach to boost sales conversations

The mindset shift to a digital approach:

Telefonica's culture is shifting and so are their sales teams. Visiting their clients face to face was a big part of their day-to-day activities, specially for their SMC and SMB segments.

In order to improve productivity, Telefonica is trying to make their sellers more digitally so they can meet virtually with clients and reduce the traveling time.

Additionally, in order to keep their sales teams visible, they wanted to boost customer engagement using B2B networks as LinkedIn and sales tools as Sales Navigator.

Telefonica has trusted Tricycle Europe to build a more digital and social culture and improve the use of tools as Sales Navigator while improving their sellers Online Professional Brand.

Our solution:

Pipeline Hacks is our solution to go through the basics of Social Selling theory concepts and jump into action at the same time. The 2-hour workshop and the accounts BDM research help sellers to actively engage with interesting prospects while using conversational starters, focusing the conversations on the client and with the trust of doing it correctly.

In this scenario, Telefonica chose 5 different accounts and 4 types of potential buyers in 5 different geographies.

Our research consisted in bringing the most active BDMs within those accounts with relevant insights to act as conversational starters as well as engagement opportunities.

“

Tricycle team helped to locate prospects, resulting in the identification of two BDMs to invite to the Telefónica Google event. This opened a conversation in which a potential "Google Workspace" product could be offered to meet the customer's needs.

”

Account Executive

+30

MQL's

90

Engagement opportunities

2

SQL's

5

Accounts

Investment

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CRM integration
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Suitable for key account teams looking to optimize their account engagements in new Geo's

Thankyou

Let's connect



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Follow Tricycle on
LinkedIn for more



Questions?
Schedule a check-in [here](#).



tricycle-europe.com

We love what we do.
And we like to do more.

Follow us!



Scan me. Or visit:
[linkedin.com/company/tricycle-europe](https://www.linkedin.com/company/tricycle-europe)

We are dedicated to support you in transitioning in your role and impact towards the future.

What's in it for you?

– We put out valuable content every week that will help you **unlock your next level on social**

– Stay up to date with the **latest tips and trends** in social listening, social selling and thought leadership

– You will experience our **international coaching team's support** in real time

– You can't miss out on our **free webinars & online events**