



# PivotPrecision

When you pivot, whether you are launching a new product or entering a new market, there's always a risk. Messaging that has worked in the past might not work anymore. The sales cycle could be significantly different. The titles you target will vary. Offers and pricing may need adjustment.

It takes time to discover those differences and decide if you can make the necessary adjustments or if the pivot isn't going to be successful. The opportunity cost of a pivot that doesn't work is significant. Not only do you lose time and money, each pivot erodes team confidence and dilutes the trust your customers have in you.

When time is of the essence and you have a shortened runway, as we do now, being able to identify what works as quickly as possible can be critical to sustaining business.

## Use LinkedIn to Validate Your Pivot

ProResource has developed an advanced strategy for using LinkedIn to help executives planning a pivot to quickly validate their plans. Based on the Lean Startup methodology, it tests the core components of your customer development plan — before you invest in marketing campaigns.

Here's how it works: We run small tests of the buyer personas and messaging, using LinkedIn to identify people who fit your criteria for ideal prospects and exploring what you need to say to get them to engage.

A sample test matrix might look like this:

	Message 1: Increases revenue	Message 2: Saves time	Message 3: Reduces risk
Persona 1: CEO			
Persona 2: VP Sales			
Persona 3: HR Director			

Using LinkedIn, we test each message on each persona and measure the response rates.

This gives you solid data you can use to refine your messaging and launch plan. It also delivers early leads for the sales team to work on.

## PivotPrecision Process

The process begins with a strategy session, where we discuss:

- What the new offering is
- Who it is targeted to
- What messaging you want to test
- What educational materials you can offer



From there we craft your project plan, which includes search criteria for the personas, as well as the messaging that will be used in reaching out to them.

Upon your approval of the project plan, we start the outreach. Your specialist builds batches of 25 people who fit each persona and sends the appropriate messages to each batch. Follow-up messages are sent out as needed and leads forwarded to your sales team.

You receive a weekly report with results and have a call with your outreach specialist every two weeks to discuss progress and make adjustments as needed.

At the end of the project, you receive a report summarizing the work that was done, the results, and the lessons learned. You have a wrap-up call to go over the report and discuss any next steps.

You will have gained solid data upon which to base your launch campaigns. You will know who to target and what to say to get them to respond. You will have leads the sales force is already working to close.

A PivotPrecision project usually involves reaching out to 500-600 people, takes two months to complete, and costs \$4995. It can be executed in the account of any executive, allowing you to maintain privacy while running the tests.

## **DIY PivotPrecision**

Companies that are bootstrapping can do much of the work in-house. We will hold the strategy session with you, design the project plan for you, train someone on your team to execute the process, and meet with them weekly to address issues, analyze data, and keep the project on track. The cost is \$1995.

## **FastTrack PivotPrecision**

For companies that need results faster than two months, we can execute the process using LinkedIn advertising campaigns instead of outreach. The advantage is that the project can proceed at a much faster pace – it can often be completed in less than a month.

You can reach many more thousands of people at once, maximizing your exposure. The cost is \$4995, paid to ProResource, plus approximately \$3000 for the ads, paid directly to LinkedIn.

One caveat... Ad campaigns are ideal if your most pressing concern is discovering which messages generate the highest engagement. It is not as effective at lead generation as the manual outreach process.

Regardless of which type of PivotPrecision you choose, testing has always delivered value and guided direction for successful marketing — and doing it quickly now can position your team and company to pivot successfully and grow your business in the future.