

Donuts and Databases: Effectiveness and Efficiency in Oilfield Sales



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Overview

“Our best sales tool is dropping by with a dozen donuts and checking in on the account. It’s the only way to make sure they keep us in mind.”

This observation, made recently by the sales manager at a small oilfield equipment supplier, speaks to the **effectiveness** of personal selling in the oilfield. There’s nothing wrong with the personal touch for maintaining customer relationships. But the weakness of this approach becomes clear when it’s time to scale up activities and grow market share. Relying on personal selling as your marketing strategy means there’s only one option - hiring more salespeople. Hiring is costly, takes time, resources and training, as well as increased management supervision. There’s no guarantee that the expanded sales force will be equally effective at driving profitable revenue growth.

What’s the answer? Add a customer relationship management (CRM) database to your marketing system to introduce **efficiency** to your selling process.

Use What You Already Know

Many of these small to mid-sized businesses are sitting on a gold mine of information about their clients and prospects, but don’t use this information in consistent ways to nurture relationships to acquire leads, sales or referrals.

For many businesses, implementing a CRM database is not easy because sales people have been “doing it their way” by managing prospect interactions via email or a spreadsheet and suddenly, they are asked to standardize their communication and organization methods. Others fear that CRM implementation is a lengthy and costly process.

Fortunately, attitudes among users are changing and today there are many simple-to-implement and inexpensive CRM database systems available.

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Stay in Touch by Sending Relevant and Timely Information

Having a CRM database system in place is pointless unless you use it effectively. The key to effective database marketing is to categorize your database by suspects, prospects and clients.

It's important to know who the decision makers are and those who influence buying decisions.

Finesse is important too as the intent is to nurture relationships and close sales -- not annoy. It's important to communicate the right message, at the right time as your prospects move through their buying cycle. It's all about staying in touch with them by sending relevant and timely information about ways you can help them solve their problems.

An effective CRM communications system does more than nurture prospects along the buying cycle; it continues after the sale by communicating relevant information about operational needs, etc. The goal is to build a process that enables you to stay in touch, so you are positioned to maximize the customer experience and close other sales opportunities.

Keep your sales communication fresh, relevant and distinctive and you'll nurture your prospect relationships into profitable sales while improving sales force effectiveness.

Bottom Line: Be in the Right Place with the Right Solution When Prospects are Ready to Buy

Donuts are tasty, but it's even more delicious to realize sales acceleration by delivering timely information to your prospects via a practical CRM database system. Done correctly, the end result accelerates sales because you nurtured relationships along the way. Your end game is to promote sales efficiency by being in the right place with the right solution and close sales when prospects are ready to make buying decisions.



About Endeavor Management's Sales Acceleration Services

Endeavor Management's Sales Acceleration Services provides oilfield service companies experienced strategic marketing services coupled with deep oilfield technical expertise. Our approach jumpstarts lead generation and accelerates revenue growth.

To learn more about our Sales Acceleration Services, please visit:

<https://www.endeavormgmt.com/sales-acceleration-services>

About Endeavor Management

Endeavor Management is a management consulting firm that leads clients to achieve real value from their strategic transformational initiatives. We serve as a catalyst by providing the energy to maintain the dual perspective of running the business while changing the business through the application of key leadership principles and business strategy.

In 2012, Gelb Consulting became an Endeavor Management Company. Our combined experience (Gelb founded in 1965) offers clients unique capabilities to focus their strategic initiatives with a thorough understanding of customer needs to drive marketing strategies, build trusted brands, deliver exceptional customer experiences and launch new products. Our experienced consultants and analysts use advanced marketing research techniques to identify customer needs and spot high potential market opportunities.

The firm's 40 year heritage has produced a substantial portfolio of proven methodologies, enabling Endeavor consultants to deliver top-tier transformational strategies, operational excellence, organizational change management, leadership development and decision support. Endeavor's deep operational insight and broad industry experience enables our team to quickly understand the dynamics of client companies and markets.

Endeavor strives to collaborate effectively at all levels of the client organization to deliver targeted outcomes and achieve real results. Our collaborative approach also enables clients to build capabilities within their own organizations to sustain enduring relationships.