

Astrosales Use Case

Client Company: Mecatech Industrie

- **Sector:** Manufacturing of precision mechanical components
 - **Sales team:** 30 field sales reps (France & export)
 - **Target clients:** Industrial purchasing managers, engineering departments, plant directors
 - **Sales cycle:** 4 to 6 months
 - **CRM used:** Salesforce (partially adopted)
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Context

Mecatech Industrie has a strong base of recurring customers but struggles to open new accounts and reactivate former clients. The commercial outreach rate is declining, and only 20% of the sales reps meet their monthly appointment goals.

The sales director wants to professionalize prospecting and structure portfolio engagement without making the sales team's workflow more complex.

Sales Challenges

- Low CRM adoption by sales reps
- No shared playbook or prospecting sequences
- Highly uneven appointment booking across the team
- Difficulty identifying decision-makers in strategic accounts
- Struggle to maintain relationships with historical clients: no engagement routine, little cross-sell

Astrosales Approach

1. Quick audit of pipeline and prospecting practices (CRM analysis, field interviews, call listening)
2. Mapping of key decision-makers per segment + creation of qualification script
3. Creation of differentiated multichannel sequences: hunting / reactivation / post-quote follow-up
4. Implementation of automated client engagement plan: reactivation emails, targeted newsletters, specific offers
5. CRM redesign centered around a "pipeline + activity + client base engagement" dashboard

Concrete Actions Taken

- Setup of a workflow using Sales Navigator + Kaspr to identify key contacts in strategic accounts
- Training sales reps in the "3 key roles" method: user / influencer / decision-maker
- Creation of 6 sequences (via LaGrowthMachine) tailored to customer type: cold lead, inactive, active client
- Personalized newsletter templates by segment (sent from the reps' accounts)
- Weekly sprint sessions for targeting & contact with live feedback (30 mins)

Decision-Maker Mapping

1. Extraction of active/inactive accounts from Salesforce over the past 24 months
 - Segmentation by sector, revenue, size, and typology (client/prospect)

2. Definition of buyer personas per segment:

- Workshops with sales reps to identify the key roles in 80% of closed-won deals (e.g., Industrial Director, Purchasing Manager, Technical Project Manager...)

3. Use of Pharow + Full Enrich to enrich account data:

- Auto-search of target decision-makers by job title
- LinkedIn presence check
- CRM update with priority scoring

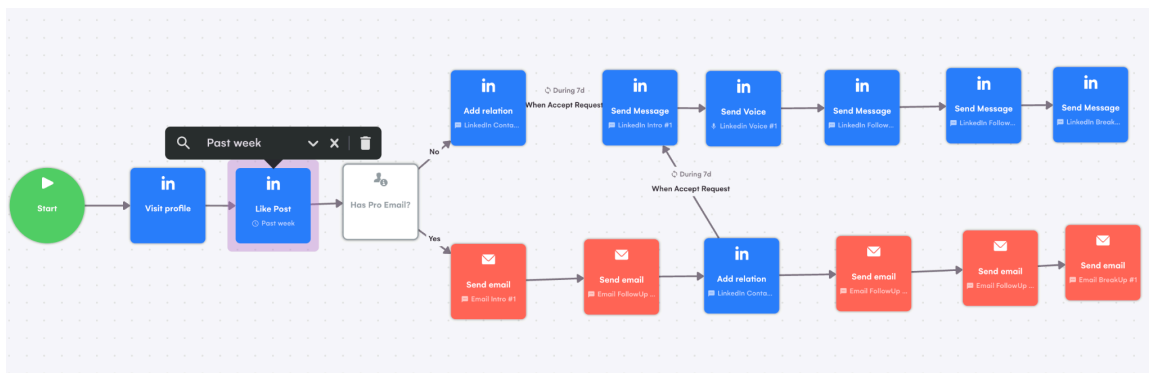
4. Creation of a qualification script:

- Goal: validate whether the contact is a decision-maker or an influencer
- Key questions about decision-making power, project involvement, etc.

5. CRM update with roles assigned to each account:

- New fields: Decision-Maker / Influencer / User
- Tagging of “high potential” accounts with missing decision-makers = targeted follow-up

Copywriting – Prospecting Sequence on LGM



Email 1 – Context breach (Day 1)

Subject: Your mechanical optimization projects for 2024?

Hi [First Name],

I'm reaching out as we're currently supporting several companies in your industry on mechanical component reliability and performance.

With shorter production cycles and rising quality demands, many are looking to secure their supply and boost responsiveness.

Is that something you're currently dealing with?

Best regards,

[First Name] – Mecatech Industrie

Email 2 – Client case approach (Day 4)

Subject: Real-world case in aerospace

Hi [First Name],

We recently helped an aerospace manufacturer dealing with premature wear of critical parts.

Within 6 weeks, we adapted the component design to increase durability by 35% and stabilized their production.

Could this type of solution apply to your needs?

Happy to share more if relevant.

Best,

[Signature]

Email 3 – Hidden cost hook (Day 8)

Subject: The hidden cost of micro-stoppages

Hi [First Name],

Among several clients, machine micro-stoppages due to part defects cause 3–5% annual productivity loss.

Often invisible – but avoidable.

Would you be open to a quick call to explore if this is something to improve on your side?

Best,

[Signature]

Email 4 – Quick follow-up with direct offer (Day 12)

Subject: Quick follow-up

Hi [First Name],

Just following up on my last message.

I'm available this week for a quick 15-minute call to understand if our expertise could help with your current technical challenges.

Shall I suggest a time slot?

Best regards,

[Signature]

Email 5 – Final follow-up (Day 16)

Subject: Closing the loop

Hi [First Name],

As I haven't heard back, I'll go ahead and close my follow-up.

Feel free to reach out if this becomes a priority down the line.

Best,

[Signature]

Newsletter Strategy

- **Target:** active or dormant clients, industrial managers, and buyers
- **Frequency:** once every 2 months
- **Format:** short email from a sales rep, 1 main content piece + 1 link

Month 1:

Topic: Why industrial production chains are more vulnerable than before

Content: mini-analysis on reduced critical supplier base

Link: technical article or summary doc

Month 2:

Topic: 3 weak signals of premature component wear

Content: field case synthesis

CTA: "Want our internal checklist?"

Month 3:

Topic: How our clients secured supply of critical parts despite the Asian production slowdown

Content: anonymized case + local approach

Link: PDF or free diagnostic meeting

Month 4:

Topic: Lower your industrial costs without changing main suppliers

Content: optimization tip or tech tweak case

Bonus: Excel tool attached

Month 5:

Topic: You ordered 8 months ago. Have you seen an improvement?

Content: personalized message, quick survey, soft follow-up

Goal: re-engage with follow-up logic

Month 6:

Topic: 2024 offers for your prototypes or pilot series

Content: new offer or service, reactivation-oriented

Option for strong CTA

Results After 3 Months

- **+45% more qualified appointments per month**
- **Target decision-maker identification rate rose from 38% to 81%**
- **CRM adoption increased from 30% to 82%**
- **60% of dormant clients re-engaged in nurturing loop**
- **Sales pipeline doubled, with €300K in new opportunities**