



The Mile-Deep Strategy: Finding Untapped Opportunities & Driving Growth With Key Clients

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Agenda

- 01** What is New Business?
- 02** Gaining Access
- 03** Knowing Your Client Inside and Out
- 04** Opportunities Within Client Relationships
- 05** Tactics to Grow New Business



What is new business?

Uncovering opportunities, solving challenges, and delivering solutions that fuel long-term growth.

- Some of the most valuable new business comes from your **existing clients**.
- Referrals are often associated with landing new clients, but...
- **Referrals** within current accounts can be a fast track to growth.

The takeaway: Make it seamless for your loyal clients to introduce you to others within their organization.

Gaining access

3 common challenges to growing new business within existing clients



Getting Through the (Virtual) Door

- **Finding your way** into a client's supply supply chain has never been easy.
- Remote and hybrid work makes it even even harder—especially when no one one answers the phone.
- *#CallerIDstinkssometimes*



Navigating the Noise of Social Media

- Social media has its ups and downs.
- It's a powerful tool, but you need the **right resources** to break through the noise and connect.



Turning Cold Calls Into Warm Conversations

- Company structures are more visible visible than ever, opening new doors. doors.
- The challenge? Making sure every every outreach feels **warm**, not cold. cold.

When you think of your best client,
how well do you
really know them?

I mean, *really* know them!



What drives your client's success?

Deep client knowledge transforms you from a provider into a trusted growth partner.

- How do they **make money**?
- Who are their **top 3 competitors**?
- Which **industries** are they in?
- Where do they **rank** in their industry?
- Where are they **investing**?

Did you know...



46%



46% of B2B sales reps cite **getting access to the decision-maker** as one of their biggest challenges.

6-10 

The B2B buying process typically involves multiple stakeholders; recent studies reveal that **business purchasing decisions involve an average of 6 to 10 decision-makers.**

43% 

43% of B2B sales leaders have observed an **increase in sales cycle** length over the past year, often due to the **challenges of coordinating with numerous stakeholders.**

Most companies are shaped in the
same way.

Do you know the
key decision-makers?

Who drives the decisions?



How do they **drive results**?

Sales



Marketing



Human Resources



Operations & Production

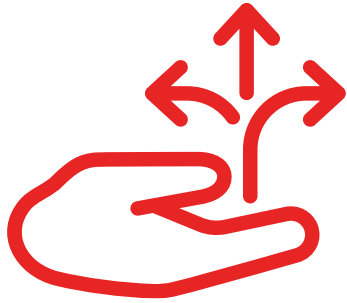


Philanthropy matters...

Don't let it be an afterthought.

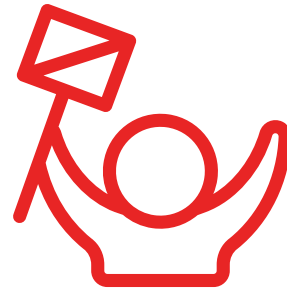
Deepen client relationships: engage in their philanthropic endeavors

Many organizations champion causes through dedicated teams and executive sponsors.



Your Opportunity

- **Discover** your clients' philanthropic passions.
- **Participate** in their charitable events and programs.
- **Collaborate** to support their missions.



Examples of Causes

- Police Athletic League
- Scouts
- Cancer Awareness
- Scholarship Funds
- Employee Support Programs

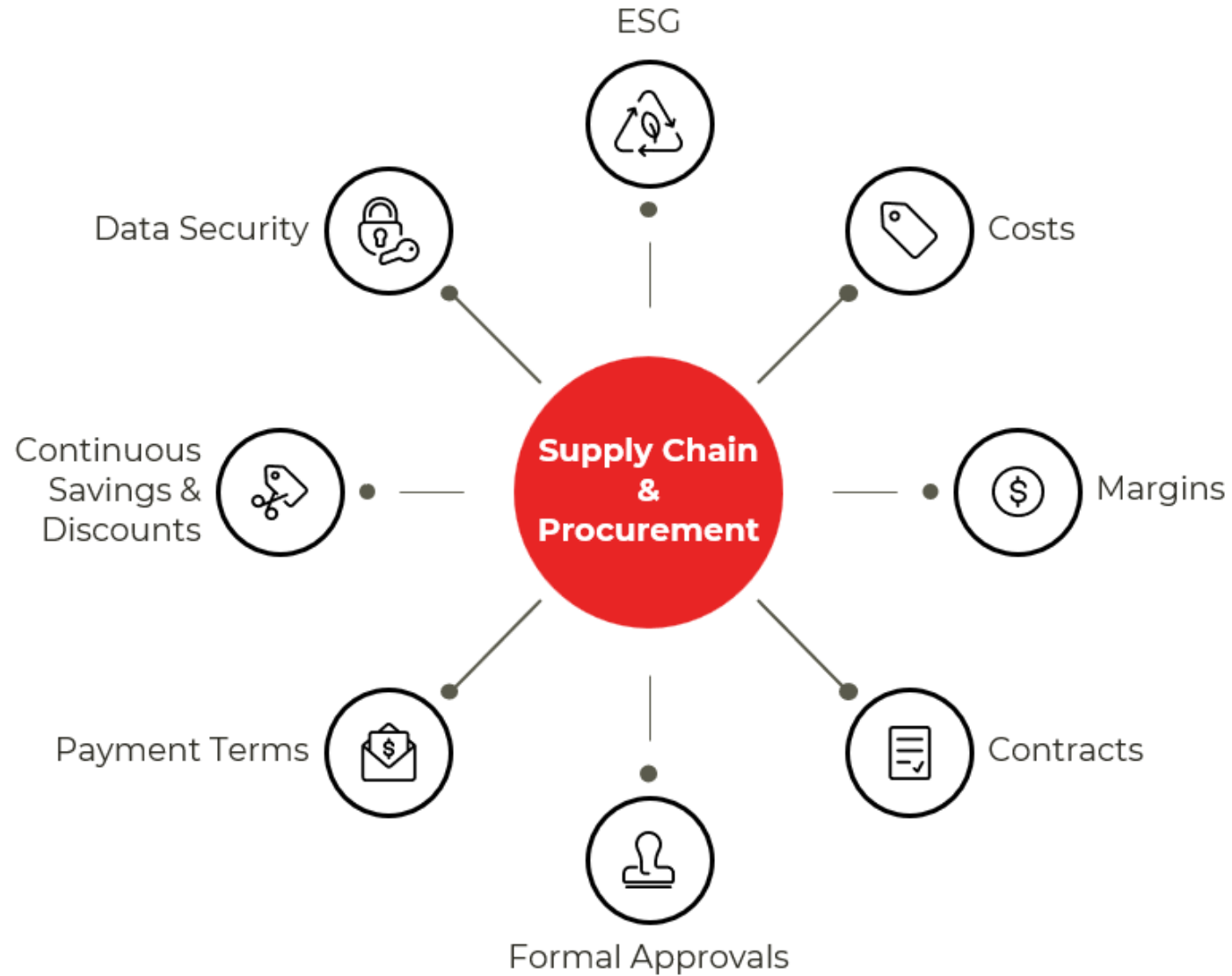


Rethink

Supply Chain & Procurement:

It's not a door closed,
it's one **open**.

Supply Chain & Procurement





Find it. Map it. Grow it.

The opportunities are there—dig deeper, connect smarter, and grow faster.



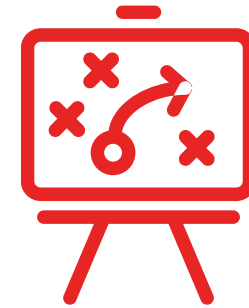
Social Media Research

- With the right research, your client becomes accessible and understandable.
- **Explore** LinkedIn, Facebook, TikTok, Twitter/X, and Instagram for insights into their priorities, pain points, and opportunities.



Ask for Referrals

- **Don't be afraid to ask.** Happy clients often know others who could benefit from your work.
- Referrals open doors to warm leads and trusted connections.



Client Mapping Exercise

- **Identify** key stakeholders, decision-makers, and influencers within your client's organization.
- **Map** relationships and discover new entry points for growth.

Client mapping exercise

Opportunity
Development

Prospect Name

Headquarters

Company Annual Revenue

Rep Name

Vertical

Competitor 1

Competitor 2

Competitor 3

Customer Model

RVP Name

VP of Sales

VP of
Marketing

VP of HR

VP of Operations/Safety

Sales Mgmt

Marketing Mgmt

HR Mgmt

Operations Mgmt

Sales Buyer

Marketing Buyer

HR Buyer

Operations Buyer

General

Client mapping exercise

Corporate Link

Posted News

Google News

Stock Ticker

LinkedIn

Facebook

Twitter

Wikipedia

Job Postings
(# of type)

Glassdoor

Number of
Employees

Union

Industry
Shows

National
Conference

Locations

Sponsorships

Charity
Events

Website

Current Vendor(s)

Contract Date

Agency of Record

Activation Agency

CEO

CFO

COO

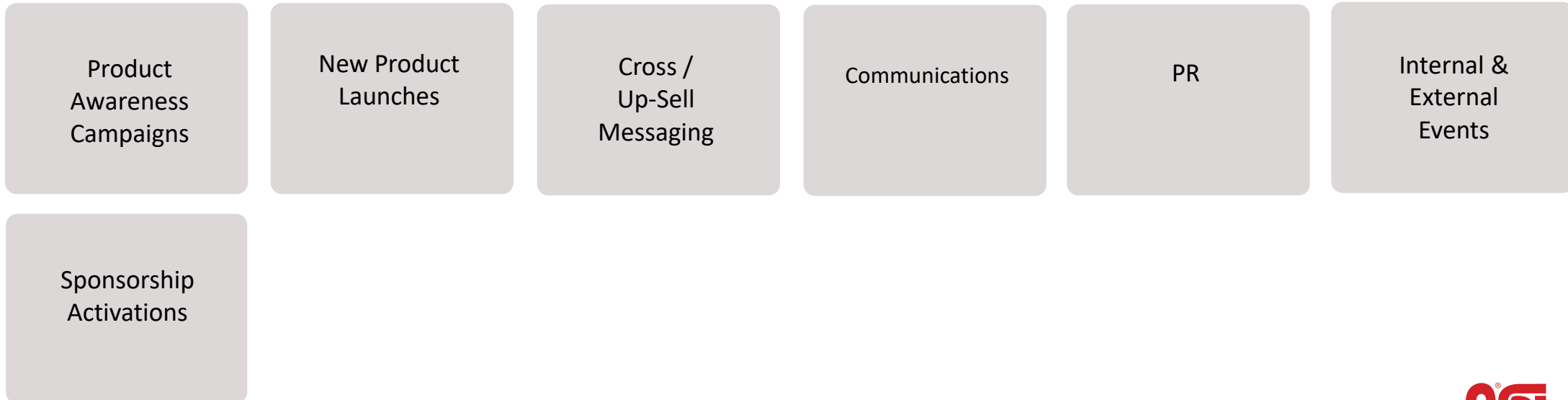
General

Client mapping exercise

Sales



Marketing



Client mapping exercise

Human Resources



Operations



Philanthropy



Client mapping exercise

Programs

	Yes / No	Owner/Buyer	Contract Date
Promotional			
Uniforms			
Sales Incentives			
Safety			
Awards			
New Hires			
Recruits			
Interns			
Events Teams			
Training			
Wellness/DEI/ESG			
Calendars			
Name Badges			
Banners			
Computer Bags			



Next steps: Additional insights

Questions to uncover goals, budgets, and buying behaviors.

- How often do you purchase branded merchandise or gifts?
- Who are your target audiences for these purchases?
- What goals do you aim to achieve with the items you present, gift, or share?
- Do you have a specific budget for merchandise and gifting?
- How many people in your team or department are involved in purchasing these items?
- Do you plan meetings or events where these goods are needed?
- What types of items do you prefer or find most valuable?
- Are premium gifts (e.g., wine, spirits, brand names) part of your strategy?
- Is there a demand for personalized gifts in your organization?
- Do you use gift cards, custom packaging, or kitting solutions?
- Are kits purchased for internal use, external use, or both?

Questions? Let's connect.

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Share your feedback on the session with us!



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