

5 tips to win new business in 2025.

Practical pointers to inspire your IT business' sales force, engage customers and ultimately, bolster your bottom line.

Let's face it, times are weird for tech marketers in 2025. Shifting economics, the rise of AI and the general uncertainty of the markets means IT consultancies are now challenged to find new ways to connect with customers.

Are your fail-safe IT marketing strategies no longer landing new customers?

We've got some advice that could be a game-changer for your sales team.

1

Get your story straight

When you have a clearly communicated message, it's easy for your sales force AND your customers to align.

2

Tool-up your sales team

When you arm your sales force with the best tools, you not only provide a playbook for best practice, you make it easy, (even fun) for your team to sell.

3

Spark engagement

'I love a cold call' said no one – ever. Give your sales team a legitimate reason to pick up the phone or see a customer with campaigns that require a response or provoke an action.

4

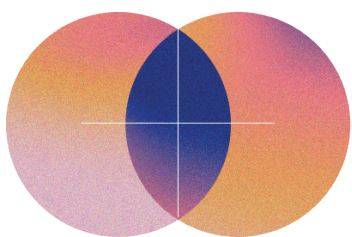
Go old school

In our digital world, something created IRL – well-designed and tactile – stands out. As inboxes overflow, and digital content blurs together, a targeted, high-quality campaign with a physical hook can grab attention and create cut through.

5

Get personal

A generic, one-size-fits-all message won't get attention. Be specific, be targeted, get personal.



Get your story straight

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Beware the headless marketing monster: We get it, you're busy, but often marketing efforts are wasted by running campaigns or promotions without a centralised plan. Your marketing team becomes a many-armed monster, busy doing many jobs but without a central strategy that focuses sales targets, offers or lead quality standards.

What to do instead: Get everyone on the same page with aligned messaging and single-minded campaign ideas. Get your teams together to create buyer profiles, set clear goals for promotions, agree on how leads will be handled, and focus on solving real business problems.



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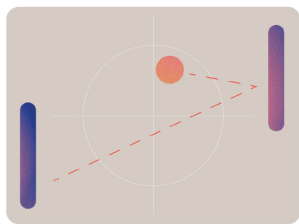
In high-value B2B sales, how you present your company matters. Products and services that look legit, sound legit and appear to have had proper investment, sell. It's as simple as that. That's why professional sales materials build trust, both for customers, and for the sales team.

2

Simplify: When everything you offer is a bit technical or complicated, people switch off. Rationalise your product and service offer to make it easy for your customers. Focus on what the benefits are to them and demonstrate real value.

Modular, professional presentations: Provide polished, organised presentations that sales can easily customise. These should look professional, explain complex services in simple business terms, and include details of current promotions. Update these regularly as your services and offers change.

Leave behinds and aide memoirs: Creating brochures or fact sheets provides a physical and therefore more memorable reminder of your product or service. Help your customers buy from you by articulating your brand, points of difference and your value proposition. See tip number 4. Go old school.



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Create conversation starters: The best promotions do more than offer discounts, they create reasons for valuable sales discussions. Focus on offers that identify needs or provide immediate value.

Give it away now: When you offer a service, demo or insight for free, it gives your customers a reassurance that you a) are confident in your product or service and b) have expertise they might want or need.

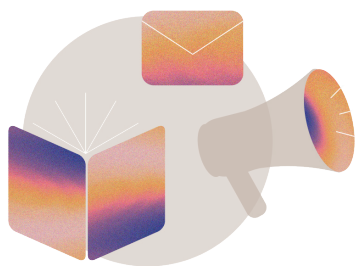
Sticky freebies that get a foot in the door.

Free assessments: Consider offering assessments like 'IT Health Checks,' 'Security Risk Analysis,' or 'Cloud Readiness Reviews' that uncover problems your sales team can address.

Workshops or info shares: Offer free access to short, valuable sessions on important topics that showcase your expertise and generate qualified leads.

Demos or starter packages: Create time-limited offers that bundle initial consulting with the first few months of a service at an attractive price, making it easier for new clients to start working with you.

Sales incentive schemes: Create competitive campaigns or gamified sales schemes that your sales team can get onboard with. For relatively little in investment, targets and goals can help keep teams engaged and focused.



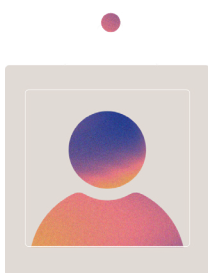
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An analogue approach: Snail mail sticks in 2025, but be strategic – don't send mass mailings. Rather than mass, faceless direct mails, send personalised materials to key decision-makers, mention recent interactions or highlight specific, relevant offers.

Integrate with digital: Make direct mail part of your larger strategy. Use it to drive recipients to promotional landing pages or prepare them for a sales call.



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Target decision-makers using LinkedIn: LinkedIn remains the best platform for B2B in the UK tech sector to reach their customers

The stats don't lie: About 80% of B2B marketers use LinkedIn because it reaches decision-makers (4 out of 5 LinkedIn members influence business decisions). Around 40% of B2B marketers say LinkedIn gives them their highest-quality leads. LinkedIn Ads can increase purchase intent by about 33% and convert better than other platforms.

Up-skill your LinkedIn:

Build recognition with creative content: Use videos, images, and documents to build awareness before sales reaches out. Adding motion or videos attract better engagement for both B2B and B2C customers and Document Ads are great for sharing valuable guides tied to your promotions.

Send direct messages: Send personalised offers to specific people at target companies, like invitations to exclusive workshops or limited-time service offers.

Use lead forms: Make it easy for prospects to respond to webinar invites or download offers with pre-filled forms that reduce friction and deliver leads efficiently to sales.

CRUSH

Is it time to update your marketing approach?

CRUSH specialises in developing targeted promotional marketing for clients large and small across multiple B2B sectors. We have many years of experience in working with IT consultancies, delivering everything from full rebrands, to innovative channel marketing campaigns and highly engaging websites.

We're always happy to help new clients discover how they can up-weight their marketing and unlock their sales potential. Please get in touch today and we'll put a chat in the diary... either here over a coffee in our purpose-built studio on the edge of the Peak District, or via a video call.

In the meantime, you can read our latest thoughts on brand, design and development **here** and you can check out some of our case studies **here**. If you see something that you would like to discuss, please get in touch any time. We love what we do almost as much as we like to talk about it!

Contact Chris at **chris@crush-design.co.uk** or **01246 56 33 57**

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