

# CLIENT MANAGEMENT IN B2B SALES

## Vladislav — Your B2B Active Sales Manager

### 1. PHILOSOPHY & ROLE

I manage clients through the full cycle: from discovery to contract signing and first payment. I am accountable for funnel velocity, stage-by-stage conversion, and deal margin. I work in parallel with your sales department as an external manager — I create no overhead, require no resources, and don't interfere with your processes. Every lead lives in CRM with a complete history of touchpoints, triggers, objections, steps, and deadlines. The goal is to convert a "cold" contact into a signed contract as quickly as possible.

### 2. CLIENT MANAGEMENT TECHNIQUES

Technique	What It Is
Contact Intelligence & Mapping	Stakeholder map: DMs, influencers, blockers, budget holders. Multiple entry points, personalized approach for each role's goals.
Deal Talk Analysis	Debrief of every call: where I strengthened the position, where I lost ground, which objections I didn't close. Real-time script adjustment.
Value Proposition Engineering	USP tailored to the specific client: "we solve your #1 pain point faster/cheaper/with less risk than alternatives."
Next Step Enforcement	After every contact — a specific next step with a date. No "let's talk sometime." Logged in CRM, auto-reminders.

### 3. MANAGEMENT PROCESS: FROM FIRST TOUCHPOINT TO CONTRACT

- Qualification (days 1–3): Assess readiness: hot (BANT confirmed), warm (interest without budget), cold (>3 months). A/B/C category, contact priorities.
- DM Discovery (week 1): Find real decision-makers via LinkedIn, Telegram, websites, job postings, news. Build map: initiator, budget holder, blocker, technical advisor.
- Touchpoint Sequence (weeks 1–2): Email, calls, LinkedIn, personalized messages with triggers. Goal — reach DM dialogue in 3–5 touchpoints.
- Presentation & USP (weeks 2–3): Customized solutions for the specific pain point. Focus on numbers: "shorten deal cycle by 30%", "50 hot leads per month."
- Objection Handling (weeks 2–4): "Too expensive" → cost of the mistake. "No time" → 2-week pilot. "Have a team" → position as reinforcement. All objections documented in advance.
- Proposal & Negotiations (weeks 3–4): Turnkey proposal: format, timeline, KPIs, price. Negotiations through value, not discounts. Agreements confirmed in writing.
- Close (weeks 4–6): Drive to signing: contract draft, revisions, signing control, invoicing, payment. Don't let go until money is in the account.

### 4. WORK FORMATS

Format	What You Get
Sales Sprint (4 wk.)	Full management cycle for 20–50 clients: from qualification to proposal and negotiations. CRM logging, weekly reports.
Deal Acceleration (2 wk.)	Reviving "stuck" deals: blocker analysis, new entry points, pushing to final stage.
Pipeline Audit	Funnel breakdown: where you're losing clients, which stages are "narrow", 15–30% conversion improvement.
Account Management	Key client management: regular touchpoints, up-sell, cross-sell, churn prevention, LTV growth.

### 5. WHY IT WORKS

Ready to discuss your challenge. Reach out and I will respond personally.

Vladislavs Mamonovs  
 Commercial Analyst & Sales Manager  
 northth@profesionals.lv | +371 26050644 | https://profesionals.lv

Your managers are overloaded with routine, lose clients at the "we'll think about it" stage, and don't control next steps. I take on the most complex part of the funnel: from first contact to contract. I work precisely, logging every step and analyzing every loss. You get transparent KPIs (conversion, average ticket, deal velocity), reduce losses, and accelerate revenue. I'm not on staff — you don't pay taxes, benefits, or vacation. Don't need me — disconnect without risk.

Problems I solve:

- Managers don't close deals — lose at the negotiations stage
- Long sales cycle — clients "think" for months, funnel gets stuck
- Can't reach the DM — talking to executors, decisions aren't made
- No objection-handling system — managers give up after the first "no"
- Clients disappear after the meeting — no control of next steps and deadlines

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Want fast results without expanding headcount? Bring me into the active sales loop as an external specialist. I work in parallel with your department and solve the main task — increasing sales. Transparent KPIs, reduced cost per lead, precise work on "hot" signals in 4 weeks. Results only.