

GENERATE DEEP PROFITABLE RELATIONSHIPS

How to win with GDPR (and how not to)

It's finally here: the General Data Protection Regulation (GDPR); **the largest change in data legislation in the last 20 years.**

Consider this your wake-up call. Because if you're still not prepared, you could **face fines of up to €20 million, or 4% of your organisation's global annual turnover** – whichever is greater.

Brace yourself for change. Because if you are prepared, your mailing list or CRM **database may shrink by up to 75% overnight!**

But don't worry. If handled the right way, GDPR can give you cleaner, more valuable data, and more genuine relationships – so you can target your messaging better, engage more effectively with customers, and grow your business like never before.

Here are our top dos and don'ts to make sure you're approaching things the right way **after 25th May.**

Face fines of up to

€20 MILLION



¹<https://www.campaignlive.co.uk/article/gdpr-will-render-75-uk-marketing-data-obsolete/144738>

Do's



Research by Forrester predicted that **80% of firms wouldn't be compliant by deadline day.**²

Do take responsibility

As many as **41% of sales and marketing professionals** don't fully understand GDPR regulations. Over **60% of businesses** still haven't started preparing for GDPR compliance, a trend that could continue into 2019 according to Gartner.

It's time to step up and own GDPR for your business – because it's not just a matter for the board.

Do tidy up your data

Fill in all your commercial teams on GDPR and why it's important – after all, many hands make light work. Review all the personal data you currently hold, and check that it falls within the guidelines. Assess your systems and processes for their privacy... and, while you're at it, review how you request, receive and record consent for data processing.

Then, audit your CRM vendor to make sure that they too are GDPR-ready. Not that you should be relying entirely on your CRM system at this stage, but more on that later.

Do be clear about consent... and document it

Add opt-in boxes to all your forms, and put together a templated email requesting consent to keep prospects' details. This can be sent to anyone you may meet at events or trade shows.

Double opt-in – that is, checking that people certainly, definitely, unequivocally do want to hear from you, even after they've given initial consent – is best practice, so think

about setting up a confirmation email as well.

Just because B2B organisations don't always require opt-in consent, that doesn't mean you shouldn't try to obtain it. **Your prospect database will thank you for it** – as will your engagement rates, pipeline and sales revenue.

Top tip:

If you need to rely on legitimate interest, make sure you use (and document) business insights, triggers and sales intelligence that show potential interest in your products or services.

Dealstorming:

Combining the creative energy of brainstorming with the linear process of dealmaking by holding a series of meetings, in which a team of stakeholders locates the root cause of the sales challenge and sets the next best play.³

Do twist your thinking

Best practice would have you cut all the old and unresponsive contacts from your database – and on your journey to sales stardom, we'd recommend this too. Then, focus on contacts who have shown interest or recently engaged with you, as well as the most valuable deals in your pipeline.

Get your Sales teams thinking creatively about how to close them. **Dealstorming could be a productive option.**

Think about each of your buyers' journeys, and what's happening in the market right now. Think about what you have, instead of what you've lost.

Do get ahead

You might be prepared for GDPR today, but how will you maintain compliance tomorrow?

The answer: Put plans in place to detect, manage, investigate and report personal data breaches (just in case). Review any new products you're due to release from a data-privacy standpoint. And then, consider your content.

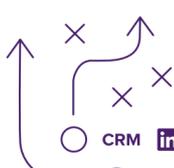
After all, with a reduced database, it'll pay to have a watertight inbound strategy – so think about what you'll put out there to entice customers at each stage of the sales cycle, and start engaging with customers on social media effectively so they really want to hear from you.



²<https://go.forrester.com/wp-content/uploads/Forrester-2018-Predictions.pdf>

³<https://www.entrepreneur.com/article/271428>

Don'ts



Don't use LinkedIn Sales Navigator and CRM as standalone solutions

While these will give you more confidence in meeting the regulations, they'll also limit the range of data and insight you have to truly personalise your marketing content.

Your CRM data is static, not dynamic, and decays by **5% every month**. Meanwhile, LinkedIn's data is curated, and doesn't deliver wider organisational

and market influences, insights and behaviours.

Basically, connecting with someone new doesn't guarantee they'll be interested... or, critically, consenting. However, don't write off these platforms completely – read on and we'll show you how they can be used as part of a bigger (and better) strategy.

Don't panic!

Concerned about clinching consent? While it is one of the **six key grounds** for processing data under GDPR, in a B2B context, legitimate interest could be a valid reason to collect, store and act on customer data.

Unsure about a specific activity or situation? Look into it on an

individual basis – but as long as you're communicating with the right stakeholder about a product or service they may genuinely need, you should be fine. If you're basing your sales engagements on developments within your customers' world, the chances are you're already on the right path.



Don't go it alone



To comply with GDPR, your data needs to be up to date and held transparently. To do good business, it needs to uncover new sales and marketing opportunities. And to excel in both areas, you need to use it to build sustainable relationships with your customers.

But it can be hard finding the time, resource and knowledge to do all that,

especially while you're still navigating the noise created by the regulation itself.

By partnering with an experienced, innovative third party like Artesian, you can focus on selling – supported by prospecting and engagement tools that deliver instant, insightful business intelligence.

Here's how you can make your entire customer lifecycle, and sales funnel, work better for you, using the best tools at each stage:

The time:	Top of the funnel		During the sales cycle		After the sale	
The tool:	artesian™	LinkedIn	artesian™	LinkedIn	artesian™	LinkedIn
The trick:	Listen for sales triggers: market or company movements that could signal a need for your product or service. Use social selling to combine Artesian with LinkedIn.	Use advanced search or Lead Builder in Sales Navigator and find the best people to talk to. Combine your InMails with Artesian insights for maximum impact.	Show you care by keeping abreast of news and changes in customers' and prospects' companies using daily alerts. Create engagement templates, access vital firmographic data to improve your account qualification, and prepare for meetings on your mobile.	Watch out for prospects posting content or changing roles, and see what companies share. Identify reporting lines and contacts related to the ones you're already engaging with.	Use alerts to identify upsell or cross-sell opportunities, such as expansion stories and new product launches, and to react to potentially damaging stories such as redundancies, before they impact your customer contracts.	Keep an eye out for new joiners, or people moving on from your customer's company.

Deadlines

If you haven't already, put plans in place today to make sure you're compliant with the GDPR and improve the way you work in the process.

To find out more about how Artesian can help, visit artesian.co/gdpr-opportunity or contact gdpr@artesian.co

Artesian is a powerful AI-driven service that equips client-facing teams with the resources they need to succeed in a modern commercial environment. Artesian provides the data, real-time insight and context you need to build more value into sales prospecting and customer-engagement activities.

With the use of AI technology layered on top of company information, data and news, Artesian helps you uncover new opportunities, build value into connections, improve engagements and overcome the challenges of GDPR, by continually scanning millions of online sources for data on markets, organisations, individuals and topics.

It uses sophisticated algorithms to filter and transform that information into commercially valuable insights, helping drive customer alignment, improved sales-strategy formation and success, and boosted client satisfaction.