



Culture Code

For Vipu International to stay aligned through our continuous growth, we need to make sure we stay aligned as a team, and provide consistent & valuable service to our clients.

This document is a guideline for our 2017 and forward. Together we've created an absolutely magnificent machine of progress for our clients - let's keep pushing each other forward!



Creating sales qualified leads from online-traffic

The WHAT (we do)

We create **unmatched and personal sales leads from online traffic**. This is done by changing the way your website works.

The WHO (we serve)

We provide our services for **B2B organisations with complex sales processes**, such as construction and professional services industries.

The HOW

You only pay for results. We utilize our proven **Integrated Sales and Marketing process** to transform your website into a sales lead machine.

The WHY

The euros and dollars we generate for our clients speak for themselves. However, **the necessary change doesn't happen on its own**.





Competitive advantage:

- Lead generation and nurturing by **Inbound marketing**
- Marketing automation by **HubSpot CMS**
- Website **HubSpot**
- Integrated Sales and Marketing with **HubSpot CRM**

THE WHAT (we do):

Vipu International

“We create *unmatched and personal sales leads from online traffic*.

This is done by changing the way your website works.”

→ **Which of your capabilities and services provide the most value to your customers, are most unique or particularly innovative?**

A typical agency will follow - we lead. We guarantee unmatched and personal sales leads for our clients. We are exceptionally interested in how the business of each of our client works, and how their target audience makes buying decisions. This enables us to have a unique level of proactive planning for our customers - in addition to making it happen.

→ **Where does B2B & B2C fit in here?**

We provide services for organisations selling products and services which take a complex process to close. This is most common in B2B, and we are in our element right there with our sleeves rolled up.

→ **Which areas, industries or market segments do you have specialized knowledge in?**

Construction, Industrial engineering, professional services and ITC organisations.

→ **What are you NOT?**

Our focus is not on campaigns. While they are a great addition, campaigns do not drive scalable, long term results. We do not focus on any other platform than HubSpot.

→ **What do you do particularly well, better or more efficiently than most other organisations?**

If your focus is on creating true sales leads from online traffic, we're your first choice. Our technology knowledge of HubSpot is unmatched in Finland.

→ **Do you want to be hired for what you do (production, delivery, supply) or what you know (strategic ideas and advisory)?**

First and foremost we are thanked for how well we understand the world of our clients, and how well we can guide them forward to measurable results. We can't do that, if we don't dive in deep, head first. On the other hand that understanding is exactly why we are able to create websites, content and activities that generate scalable results.

→ **If you could only have one service/product line, what would that be?**

Creating unmatched and personal sales leads from online traffic.

→ **What are the things that your clients cannot do or cannot learn doing on their own if they chose to invest internally?**

What we do is not rocket science or black magic, but there is a lot to learn and implement. As an agency, we provide a wide perspective. Just the basics can take you 2-4 years to master, if you do it on your own.

→ **What are you truly passionate about as an organisation?**

Pushing our clients towards growth via a whole new breed of sales leads.

→ **What strategic assets and innovative methods or approaches do you have in terms of service delivery or company organization and structure?**

For exceptional lead generation we have modified the inbound method to suit very complex sales environments which are typical for B2B organisations. For change management, we have created the integrated sales and marketing process from working on over a hundred complex organisations.

THE WHO (we serve):

Vipu International

"We provide our services for **B2B organisations with complex sales processes**, such as construction and professional services industries."

→ **What type of clients have you been most successful with in the past?**

Our most successful clients are those who are both genuinely ambitious in their sales and marketing, and open to starting early, even if every duck is not in order yet (they never will be). Generating extra revenue for our clients, measured in millions of euros, doesn't happen on its own.

→ **What type of organizations do you enjoy working most with?**

Ambition. Open. Direct. We are interested. We care. We need to know how your world is built to drive results that others can't.

→ **What are the type of clients that you do NOT want to do business with?**

Give freedom to your partner, while demanding measurable results, and see your business flourish.

→ **What are your client's challenges and pain points?**

Typically for our clients, sales is not seeing enough results. Marketing is not challenged (or given opportunity) to create relevant sales results. Most have had issues in the past on creating measurable business results from their website, regardless of their business model.

→ **What type of traits do they have in common?**

Implement fast, be ready to spend the time to understand what needs to get done, demand relevant business results from yourself and your partners. Getting lots done is not enough, there needs to be impact.

→ **What characterizes the projects and the work you have completed in the past?**

The leads we generate are worth far, far more than they cost.

→ **Which industries, business categories or market segments do you know best and excel at?**

Construction, Industrial engineering, professional services and ITC organisations. The more complex the sales process of our client, the better suited we are as a partner in comparison to alternatives.

→ **Who are the businesses that seek out your help the most?**

Those who have been burnt by traditional marketing, those that aren't getting the results they need from current partners, those who look forward and want to combine their sales and marketing efforts.

→ **Which internal and external stakeholders do you know best and interact the most with?**

We excel working with Sales, Leadership, Marketing and HubSpot.

→ **Who are your client's customers? Is there a pattern?**

We excel working with complex marketing and sales issues. This means decisions require multiple people, long sales times, traditionally lots of face-to-face sales – these environments are where we generate the most measurable value for our clients.

THE HOW:

Vipu International

“You only pay for results. We utilize our proven **Integrated Sales and Marketing process** to transform your website into a sales lead machine.”

→ **What is the one thing that you would never change about your organisation?**

Persistence towards business relevant results for our clients. Ensuring personal and organisational growth for all.

→ **Will you say "no" to a prospective client because of your values and culture?**

We only work with clients with high ambition. We follow and require a fairness principle to be in practice, which goes both ways.

→ **Regardless of their role, what does it take for a member of your team to truly succeed at your organisation?**

Being interested in & committed towards our clients are crucial parts of each and every role we have. Delivering results require continuous personal growth, and integrity to ensure the success of our clients together. No one can do alone what we create together.

→ **What are the formal and informal standards by which your organisation makes decisions about serving its clients?**

When the choice is relevant, we choose business results for our clients over details we would personally like to see. We choose leads over traffic. We choose “advanced but relevant” over just “fast but low impact”. Above all, we choose scalable over unique.

→ **What are the formal and informal standards by which your agency hires, educates and promotes employees?**

Personal integrity, personal growth, passion, teamwork. Individuals are our experts, and they learn both by doing & via HubSpot certification programs.

→ **What are the philosophies and methods you follow to service clients?**

Integrated sales and marketing (ISM) method for client strategy. Inbound method for both marketing and sales.

→ **Do you have a unique way of thinking or working processes?**

ISM methodology is a scalable & currently a unique process for ensuring client success. Our internal processes are role based, documented and as a result, very scalable. The efficiency we strive for is for the benefit of our clients, not only ourselves.

→ **What are the things that you would never do to serving clients and managing your team?**

Personal integrity for us means we do not leave our team (including the client) behind, and we persist in driving results for our clients. Individuals must be able to stand behind their words and actions and yet be able to openly learn together when mistakes happen. Managed failure is ok, hiding failure is never ok.

→ **What do you stand for (going beyond honesty, integrity, respect - who doesn't agree with them)?**

Our team members have freedom, and it comes with responsibility. If an individual sees we could do better or is not happy, we encourage to say it and act on it. Together we are stronger than as individuals. As a flat organisation, we do not have arbitrary barriers for individual and group growth. With clients, we do not needlessly avoid difficult discussions, but rather drive growth with open and honest communication.

THE WHY:

Vipu International

“The euros and dollars we generate for our clients speak for themselves. However, *the necessary change doesn't happen on its own.*”

- **Besides profits, why are you in business?**
Change. Generating exciting growth for our clients.
- **What problems do you solve (and why)?**
Complex sales and marketing issues, which often stem from an unnecessary disconnect between the two.
- **What would you like to achieve as an organization if you knew that you could never fail?**
Integrated sales and marketing methodology being included as an organisational part of leading organisations internationally.
- **Why does your organization exist?**
To drive personal and organisational growth for our clients and ourselves. Together we are stronger than any of us alone.
- **What inspires you to go to work each day?**
Business relevant results for our clients. Our outstanding clients and our tremendous team.
- **What is the purpose and the meaning of what you do?**
We are excited when our clients succeed. We are excited to see our clients push marketing and sales to new levels, especially with our processes and methods.
- **What type of a lasting contribution do you want to leave?**
Sales and marketing can work together, especially in regards to online. The result is far more impactful than just 1+1.
- **What would you like to create that has never existed before?**
The systematic methodology of integrating sales and marketing together, not as separate entities looking for different results.
- **If your people were volunteers instead of employees, what would they be volunteering for?**
Generating knowledge and implementation of the excellent products and services of our clients, first and foremost.
- **What would happen if your organisation ceased to exist tomorrow?**
Our clients would lose a partner whom cares about their business results far more than just doing activities for the sake of doing things. A force pushing them and ourselves forward would be lost.

Are we perfect match?

[Let's talk!](#)