



# Sales 2.0 for the Real World

Sales Leader Series – TeleBriefing #4

October 19, 2009

theoutsourcinginstitute  
@outsourcing.com

 3FORWARD

# Sales Leader Series – Fall 2009

<a href="#">Escaping Pipeline Purgatory</a> - click to view	Sept, 17 2009
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<a href="#">Q4 State of the Outsourcing Industry – Buyers Viewpoint</a> - click to register	November 19, 2009

# Sales Leader Series: Hosts and Sponsors



[Dan Hudson](#)

Linked [in](#)

President, Co-Founder  
[3forward](#)



[Frank Casale](#)

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CEO and Founder,  
[The Outsourcing Institute](#)



[Matt Smith](#)

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EVP, Co-Founder  
[3forward](#)

# Sales 2.0 Real World Guest Panel



[Jennifer Carmichael](#) [Linked in.](#)

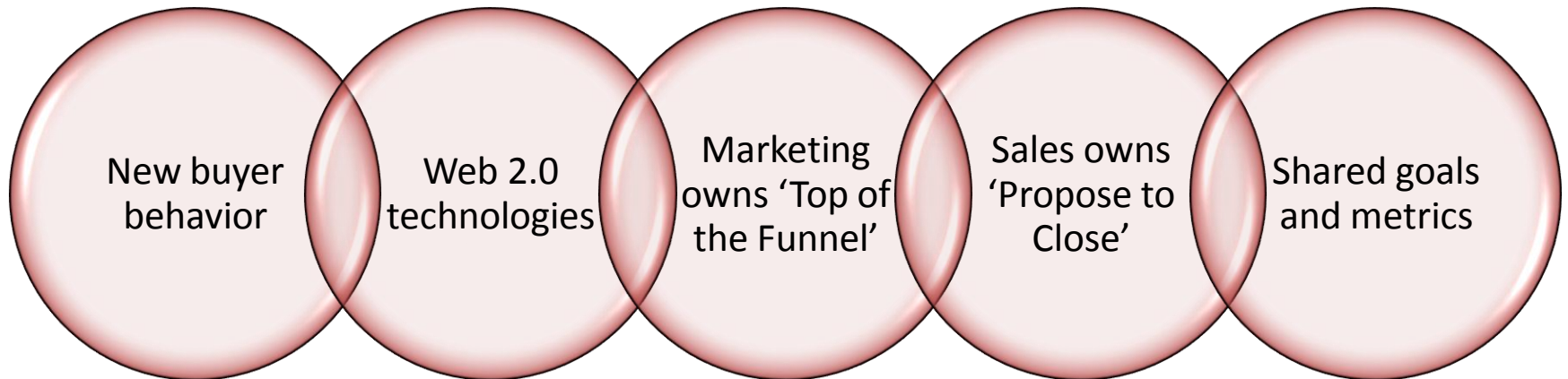
Marketing Manager  
Tenet Healthcare Corporation



[Scott Ellis](#) [Linked in.](#)

Partner  
BlackBox Technologies

# Sales 2.0 – The Components



# Sales 2.0 – The Hype

Sales 2.0 is a seismic shift in Sales and Marketing

Sales 2.0 removes overhead and inefficiencies

Sales 2.0 is a new set of strategic processes where goals are aligned

Sales 2.0 makes it easier to find someone and provide specific solutions

In Sales 2.0 everyone sells

Sales 2.0 is low-priced tools and easy-to-use

# Sales 2.0 – The Pressure

Get fans, bunches of them, as fast as possible

Tweet something (valuable) every hour

Link with everyone

Join groups, host groups, interact with groups

Blog about it – two to three times a week

Read everyone else's blog – and comment

Host webinars and events

Post your videos, share your slides

Redo the website and SEO it

# Sales 2.0 – The Reality

The buyer process has changed

- Expect it to accelerate

Sales is still largely more people than technology

- And remains *Sales Process* driven

Awesome tools are appearing daily

- Don't expect Plug and Play

Marketing is back at the table

- Share some quota

Tools cost is minimal

- Resource commitment is not

# Sales 2.0 – The Challenges – Part 1

## Five reasons corporations are failing at social media

<http://www.socialmediatoday.com/SMC/132126>

1. They can't talk about anything broader than their own products
2. They listen to customers but don't take any action
3. They aren't calibrated internally with the technology
4. They're not framing risk accurately
5. Their internal culture isn't aligned for social media success

*Commented one reader: "Too many companies want a just-add-water solution and expect that if they create a presence on social media sites a community will instantly follow."*

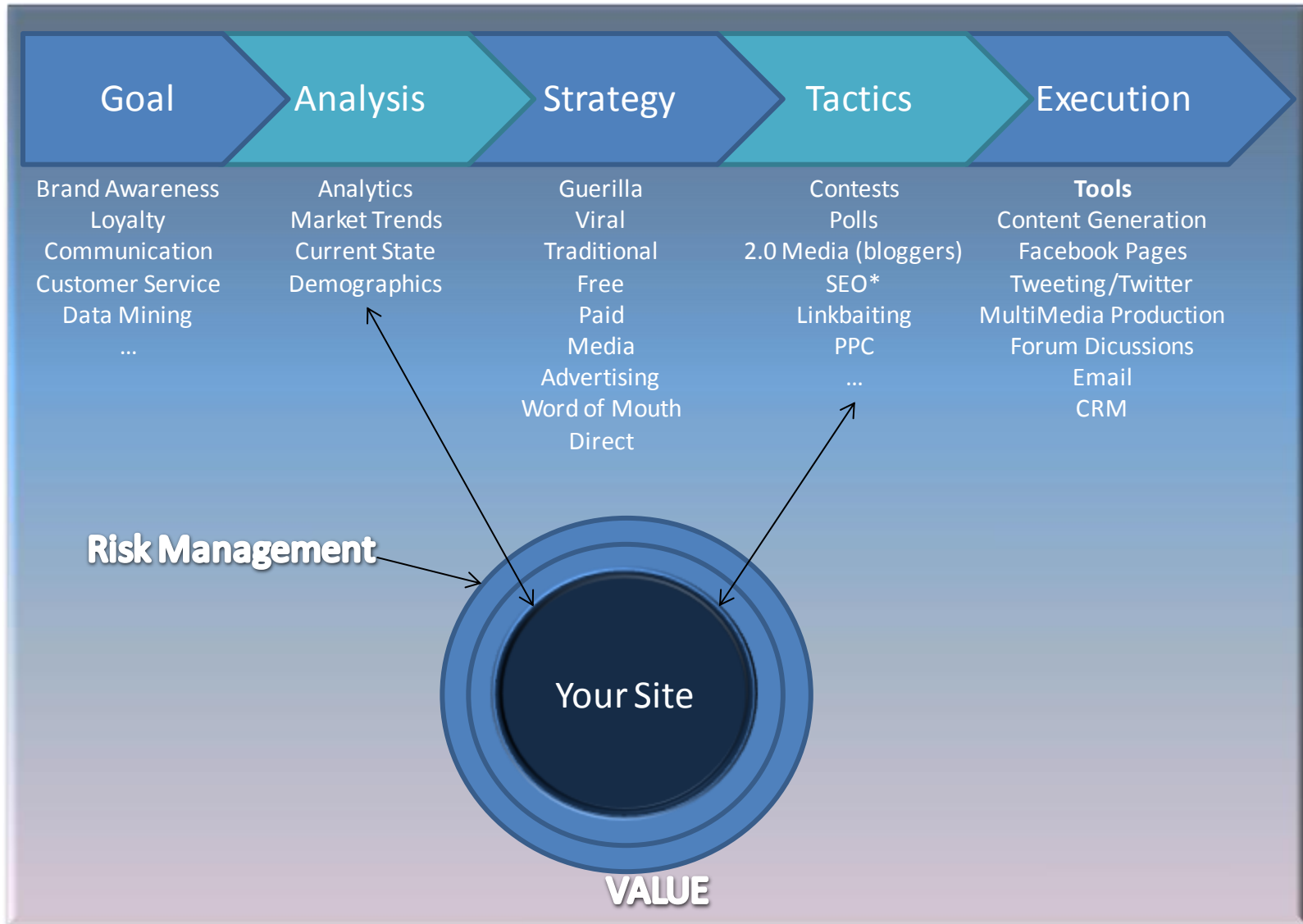
# Sales 2.0 – The Challenges – Part 2

## Of Course You're Skeptical



Flickr: mmonica

# Sales 2.0 –Plan Then Execute



## Sales 2.0 – Where it Excels

Demand generation/  
In-Bound marketing

- Messaging, Events, Broadcasts, Promotions

Prospect and  
competitor analysis

- Research, Surveillance, Monitoring, Identification

Creating and  
expanding networks

- Prospects and Buyers, Influencers, Candidates

# Sales 2.0 – Measurements

## Social Networking Metrics

- Page views
- Unique visitors
- Members
- Posts (ideas/threads)
- Number of groups (networks/forums)
- Comments & Inbound Links
- Tags/Ratings/Rankings
- Time spent on site
- Active contributors
- Referrals
- Completed profiles
- Frequency: of visits, posts, comments
- Relevant actions taken

## Sales 2.0 ROI Measurements

- Cost per number of engaged prospects (community vs. other initiatives)
- Number of leads/period
- Number of qualified leads/period
- Ratio of qualified to non-qualified leads
- Cost of lead
- Time to qualified lead
- Lead conversion
- Number of pre-sales reference calls (to other customers)
- Average new revenue per customer
- Lifetime value of customers

# Sales 2.0 – The Sales Leaders Checklist

Do Your Homework.

Don't jump the gun.

Social Media **influences** the sale, it does not **make** the sale.

This takes time and resources... who will you dedicate? How much?

Step into your client's shoes and then ask "What will I (client) get out of this?"

# Sales 2.0 – Take a Breath

## There is Still Time

“Firms that aren't tweeting, blogging, integrating or search-engine-optimizing aren't completely behind the times — yet.”

The 2009-10 State of Social Marketing

October 1, 2009

[www.chiefmarketer.com](http://www.chiefmarketer.com)

# theoutsourcinginstitute

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**TAKING OI ON THE ROAD... Outsourcing 2.0: From Theory to Reality**

**Are you still doing it the old fashioned way?**

**London, Dallas, San Francisco, Miami, Washington DC, New York, Chicago**

Outsourcing 2.0 - the new outsourcing and what it means to you - your strategy, your process and your career. *More Cities coming soon...*

**Check out [www.outsourcing.com/roadshow](http://www.outsourcing.com/roadshow)**

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With the **largest outsourcing network in the world** and the **most trafficked outsourcing portal on the internet** at [Outsourcing.com](http://Outsourcing.com), OI is the go-to-source for those seeking targeted sales and marketing traction and ROI in the outsourcing space.

A logo for "Spectrum of Solutions for SERVICE PROVIDERS". The word "Spectrum" is in a large, green, stylized font. "of Solutions" is in a smaller, green font. "for SERVICE PROVIDERS" is in a bold, green font. To the right of the text is a colorful grid of squares in shades of blue, purple, pink, red, orange, and yellow.

**Spectrum** of  
Solutions for **SERVICE PROVIDERS**

*If you need:*

- **Qualified Outsourcing Leads,**
- **Exposure to outsourcing decision-makers**
- **Thought Leadership opportunities**

Contact Jared Gleason at 516-279-6850 x712 or e-mail [jgleason@outsourcing.com](mailto:jgleason@outsourcing.com) to request an overview summary on promotional vehicles.

# Outsourcing 2.0 Roadshow

London	October 8, 2009	Register
Dallas	October 13, 2009	Register
San Francisco	October 15, 2009	Register
Washington, DC	November 12, 2009	<a href="#">Register</a>
New York City	December 3, 2009	<a href="#">Register</a>
Chicago	December 8, 2009	<a href="#">Register</a>







## Sales 2.0 Foundation Workshop

Focus Areas	Results and Benefits
Overview	– What is Sales 2.0 and what are realistic expectations for results and benefits
Goals	– Establish client-specific Sales 2.0 objectives and goals
Analysis	– Identify and rate in-place sales tools, processes and technologies
Strategy	– Create initial Sales 2.0 roadmap and gap assessment between current and desired state
Resources	– Estimate budgetary costs and resources necessary to deploy, launch and maintain
Tactics	– Prioritization of Sales 2.0 technologies and processes to consider
Planning	– Final recommendations and next steps

For Information:  
[Sales 2.0 Foundation Workshop](#)


To Discuss:  
[Dan.Hudson@3forward.net](mailto:Dan.Hudson@3forward.net)

# Resources

	<p><a href="#"><u>The Outsourcing Institute Group</u></a></p>
	<p><a href="#"><u>OI</u></a> <a href="#"><u>3forward</u></a></p>
	<p><a href="#"><u>The OI Roadshow</u></a></p>
	<p><a href="#"><u>3forward Sales Leaders Blog</u></a></p>
<p><b>Other</b></p>	<p><a href="#"><u>3forward's New Tools Directory</u></a> <a href="#"><u>OI's Recruiting Home Page</u></a> <a href="#"><u>Outsourcing 2.0</u></a></p>

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# Thank You For Joining Sales 2.0 for the Real World

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