



WEBINARS: How to Accelerate Sales in 2009

Welcome. We will begin shortly.



InsideView



Prospecting 2.0: Bridging the Sales & Marketing Chasm



Lorri Freifeld



Trish Bertuzzi



David Fitzgerald

Webinar Hosted by: Lorri Freifeld, Editor – *Sales & Marketing Management Magazine*

Featured Panelists: Trish Bertuzzi, Founder & President – Bridge Group
David Fitzgerald, EVP, Sales, Marketing & Services – Brainshark



Interactivity Tips

- **Getting Your Questions Answered**
 - Submit A Question through your Console
- **Copy Of Presentation**
 - “Download Slides” button on console
- **Join In On The Polling**
 - Disable “Pop Up” blocker,
 - Hold down your CTRL key during polling



Speakers



Lorri Freifeld (host) is the editor of Sales & Marketing Magazine. A writer/editor for the last 17 years, she has held editing positions at a variety of publications, including License! Global, Global Cosmetic Industry, BFIA, KPMG Consumer Markets Insider online news service, EyeWear magazine and Chief Executive magazine. She holds a bachelor's of science degree from St. John's University and a master's degree in journalism from New York University.



Trish Bertuzzi (panelist) is the founder of The Bridge Group with a mission to help technology companies build highly successful inside sales teams. Prior to the Bridge Group, Trish designed and built best practice inside sales organizations for companies including Legent Corporation, Cadre Technologies, Bachman Information Systems, and Telesales, Inc. Since founding The Bridge Group in 1998, Trish has helped over 130 technology clients build, evolve, and validate their inside sales strategies.



Dave Fitzgerald (panelist) is the executive vice president of Brainshark Inc., overseeing sales, marketing, and service operations. Dave brings more than 20 years of experience leading sales, marketing, and customer services operations at high growth software companies. His career has been focused on building very successful, high-growth sales, services, and marketing operations focused on delivering value based business solutions.




What is your primary responsibility? (select all that apply)

- a) Marketing programs / lead generation**
- b) Inside sales**
- c) Enterprise sales**
- d) Marketing management**
- e) Sales management**
- f) Both sales and marketing management**



1958 McGraw Hill Ad



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*"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now—what was it you wanted to sell me?"*

MORAL: Sales start **before** your salesman calls—with business publication advertising.

McGraw-Hill MAGAZINES
BUSINESS • PROFESSIONAL • TECHNICAL



Now - What Was It You Wanted To Sell Me?

“When you meet with a vendor sales person, in general how often are they prepared for the meeting in the following ways (*% are for respondents who answered “usually”*)

Knowledgeable about my industry	55%
Can relate to my role & responsibility in the organization	34%
Knowledgeable about my specific business	29%

Source: Forrester Research, 2009



Prospecting 1.0 is Broken – Fix it!

Sell the way your customer wants to buy

What do prospects want?

Receive information that's *relevant* to current initiatives or urgent business challenges

What do sales reps want?

Reach the *right* person at the *right* time with the *right* information



What % of your leads come from cold calling?

- a) >80%
- b) 60-80%
- c) 40-59%
- d) 20-39%
- e) <20%



What % of calls do your salespeople make without leveraging “Social Intelligence” about the prospect?

- a) >80%
- b) 60-80%
- c) 40-59%
- d) 20-39%
- e) <20%

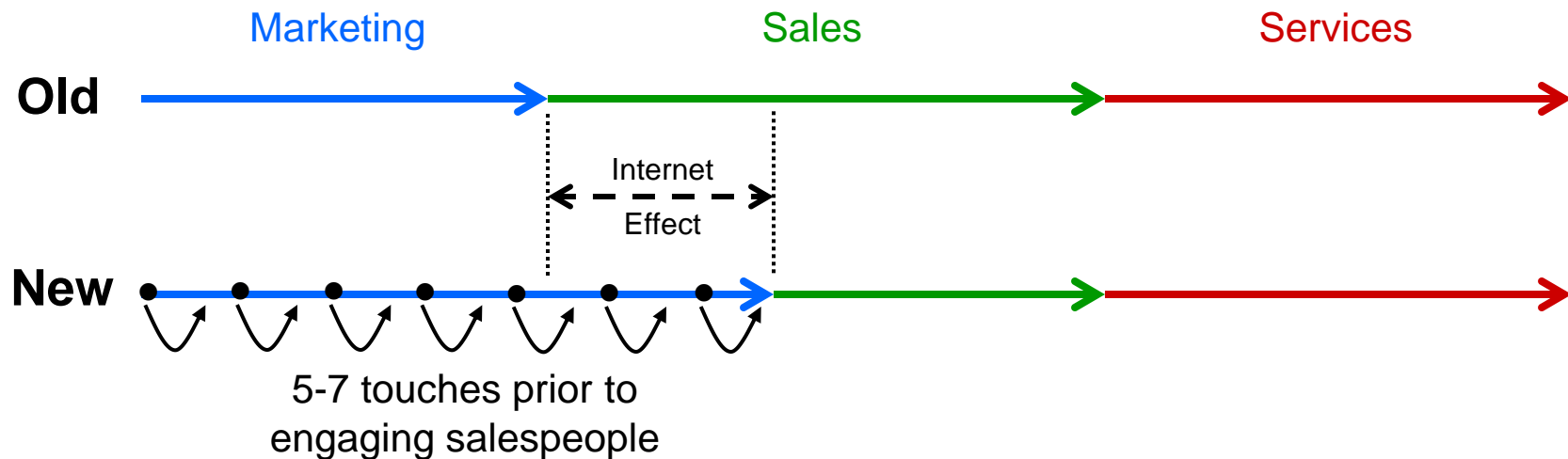


Prospecting 2.0

- **Align sales and marketing organizations around jointly defined processes, definitions and success metrics**
- **Execute targeted, customized marketing campaigns**
- **Focus on prospects with the highest propensity to purchase**
- **Leverage social relationship to connect with decision makers**
- **Use trigger events to engage prospects in meaningful ways**



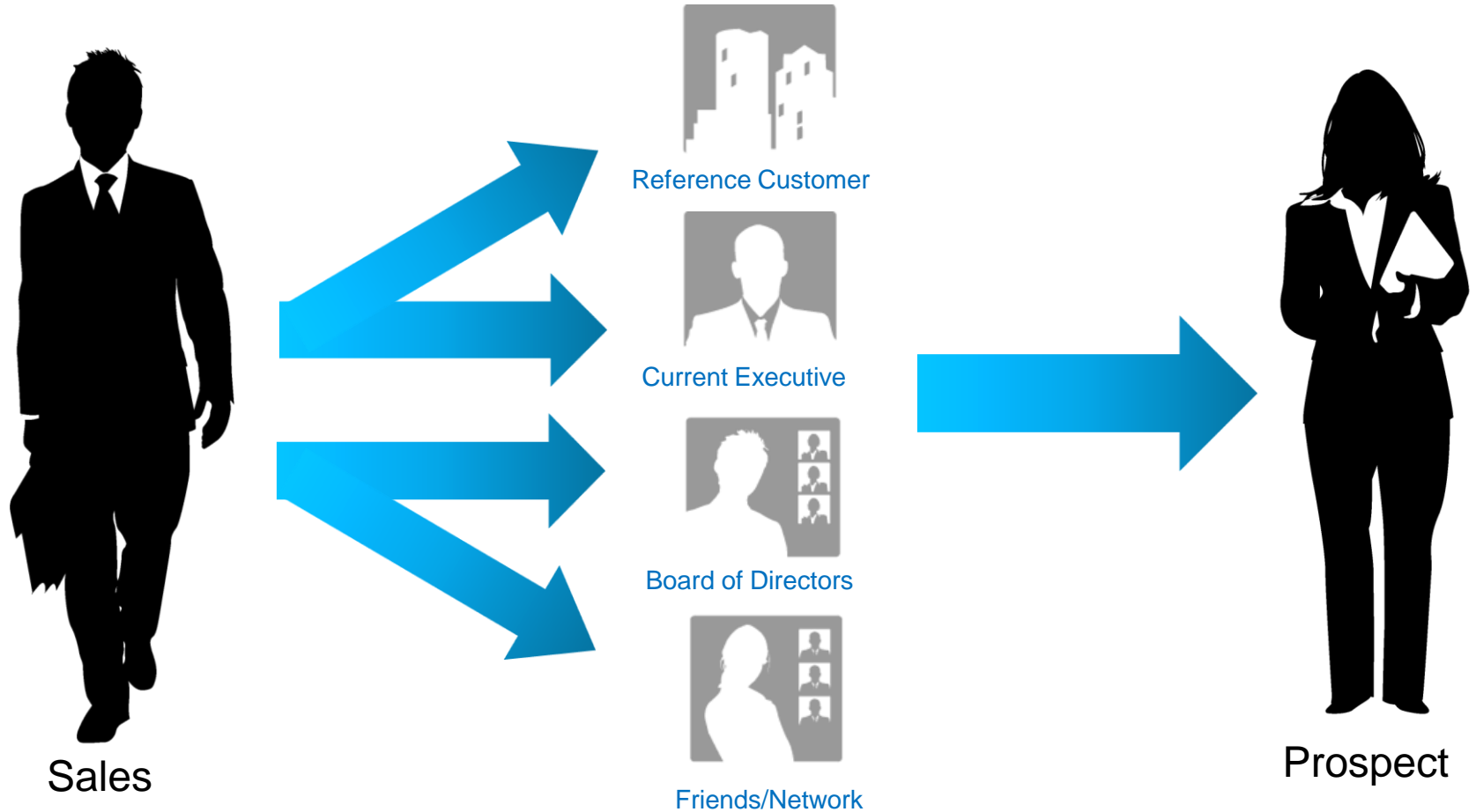
Sales and Marketing Alignment & the Customer Life Cycle



1. Integration - Process, Technology, People
2. Messaging – Tailored, Compelling, Consistent, Convenient
3. Definitions & Metrics



Relationships: Connect with the RIGHT People





Trigger Events: Connect at the RIGHT time

- Discover relevant trigger events to create the perfect opening
- Deliver information that's *relevant* to current initiatives or urgent business challenges
- Synchronize buying and selling cycles



5 Keys For Prospecting Effectiveness (a.k.a. No More *Cold Calls*)

- Determine how much of the pipeline needs to be generated by the Sales & Marketing teams
- Establish a process to measure the quantity & quality of prospecting activity
- Focus on prospects with the highest propensity to purchase
- Equip sales and marketing teams with the right tools and processes for effective prospecting
- Leverage social intelligence to connect with the *right* decision makers at the *right* time with the *right* message



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Questions and Answers



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THANK YOU



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