

How to Improve Lead Generation with Prospecting 2.0



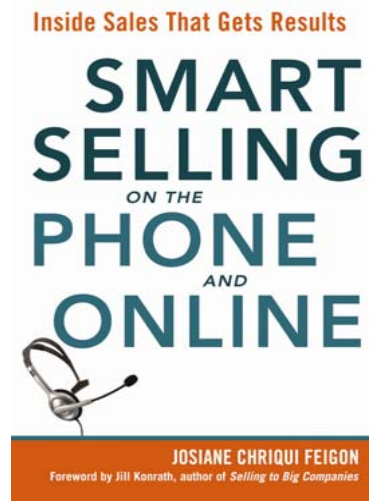
Twitter: @josianefeigon @brianjcarroll

Twitter Hashtag: #b2bleadgen

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How to Improve Lead Generation with Prospecting 2.0



- December 10, 2009
 - Josiane Feigon, TeleSmart Communications and author of Smart Selling on the Phone and Online
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Living in the cloud....



Selling to the Opt-out Crowd

- There are now 16% more decision-makers involved in the sales process, but fewer who actually hold budget dollars.
- According to a recent finding by CSO Insights, 22% of deals are lost because of “no decision.”
- Salespeople are dialing more but connecting less.
- 80% of marketing expenditures on lead generation is wasted because the leads are ignored by salespeople.



The screenshot shows a Microsoft Internet Explorer browser window displaying a search for 'holiday' on Google. The search results page is overlaid on top of a Jigsaw business directory page. The Jigsaw page shows search results for various titles and names, with a table listing columns like Title, Name, Company, Dept, City, and State. The Google search results show approximately 117,000,000 results for 'holiday' and list several news articles and sponsored links. The browser's address bar shows the search URL: http://www.google.com/search?hl=en&q=holiday.

Jigsaw Business Directory Search Results:

Title	Name	Company	Dept	City	State	Updated
President, Chief Operating Officer	Brad					
Chief Technology Officer	Paste					
Executive Vice President, Chief Technology Officer, and Director	Oz, R					
Chief Technology Officer	Bain,					
Chief Technology Officer, Platform	Everi Jim					
Chief Technology Officer	Rush					
General Manager of Agile Optical Networks	Shan					
Chief Technology Officer	Haba Beig					
Chief Technology Officer	Thom Jasor					
Chief Technology Officer	ESa Osmi					
Chief Operating Officer	Girau					
Managing Director of European Operations	Merik Garth					
Chief Information Officer	Bussi Olive					
Senior Vice President and Chief Information Officer	Train					
Chief Information Officer	Hodg Vigor					
Chief Information Officer	Kieth					

Google Search Results for 'holiday':

Results 1 - 10 of about 117,000,000 for holiday [definition]. (0.13 seconds)

News results for holiday - View today's top stories

- Sen. Clinton Pushes for Voting Holiday - Guardian - 5 hours ago
- State issues used car guidelines in advance of shopping holiday - Boston Herald - 14 hours ago
- Brake failure caused holiday jet to crash - ic Wales - 16 Feb 2005

Sponsored Links

- EUjet Seat Sale: 100,000 seats from £1/€1 plus tax and charges. www.EUjet.com
- Top Class Holidays Hotel: Special Rate Exotic Holiday Hotels! Discount Holiday Hotel Worldwide. Holiday.Lastminute.com

Business Directories (Hoovers):

- Industry Overviews
- Companies A-Z
- Companies by Business Classification
- Companies by Geography
- Companies by Industry
- Most Viewed Companies by Metro Area
- Most Viewed Companies by Country
- Business Lists: Build Prospect Lists, Fortune 500 List
- Business Tools: Buy a Report, Hoover's Connect, ConnectMail, Business Widgets
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- FREE Download - Fortune 500 List: \$500 value, Downloadable Excel Format, Call Now: (866) 817-3532. Download Your Free List
- TODAY'S COMMENTARY BY HOOVER'S ANALYSTS: More toy recalls with tiny powerful magnets to blame. From Bizmology - Linnea Kirgan, Tuesday, March 25, 2008. Magnet problems continue to plague the toy industry and endanger children's lives. Last... More Blog Posts By This Author
- NETFLIX: Santa's favorite. FREE

Is Voice Mail Dead?



“Voicemail is dead. Please tell everyone so they’ll stop using it.”-

*Michael Arrington, founder of **TechCrunch***

Voice Mail & Email Dynamic Duo

It is essential for these two communications mediums to work together for the following reasons:

- The response rate increases
- They provide a written and verbal footprint of your message
- They are both non-visual mediums and rely on the big 4's- word choice, tone, organization and pace to get our message across.

Hi Josiane,

This is {your name} and I'm following up from my email and would like to introduce myself and learn more about your training needs.

I can be reached at 415-777-8888.

I look forward to speaking with you.

Hello Josiane,

Thank you for your recent interest in TeleSmart. I'm excited to learn more about your growing needs and share how other prospects in your sector have benefited from our solution.

Please let me know your availability in the next few weeks for a brief discussion. I look forward to connecting with you,

The Multiple Touch Rule

In every sale you should touch (interact with) the customer 8 to 10 times during the sales process. Each time you contact them, you must have a unique value proposition and reason to connect. Review the reasons below and come up with more reasons to touch them:

1. Introductory voice mail
2. Introductory email
3. Marketing sends webinar invitation
4. Webinar voice mail follow-up
5. Webinar email follow-up
6. Marketing sends out new product release
7. Send new case study
8. Send competitive benchmark
9. Appointment request for demo
10. Demo invitation email
11. Demo invitation voice mail
12. Proposal request

Winning Subject Headings

•According to a recent study, 64% of small business executives said they decide whether or not to open the (email) based on who it's from. Which of the following subject lines would you open?

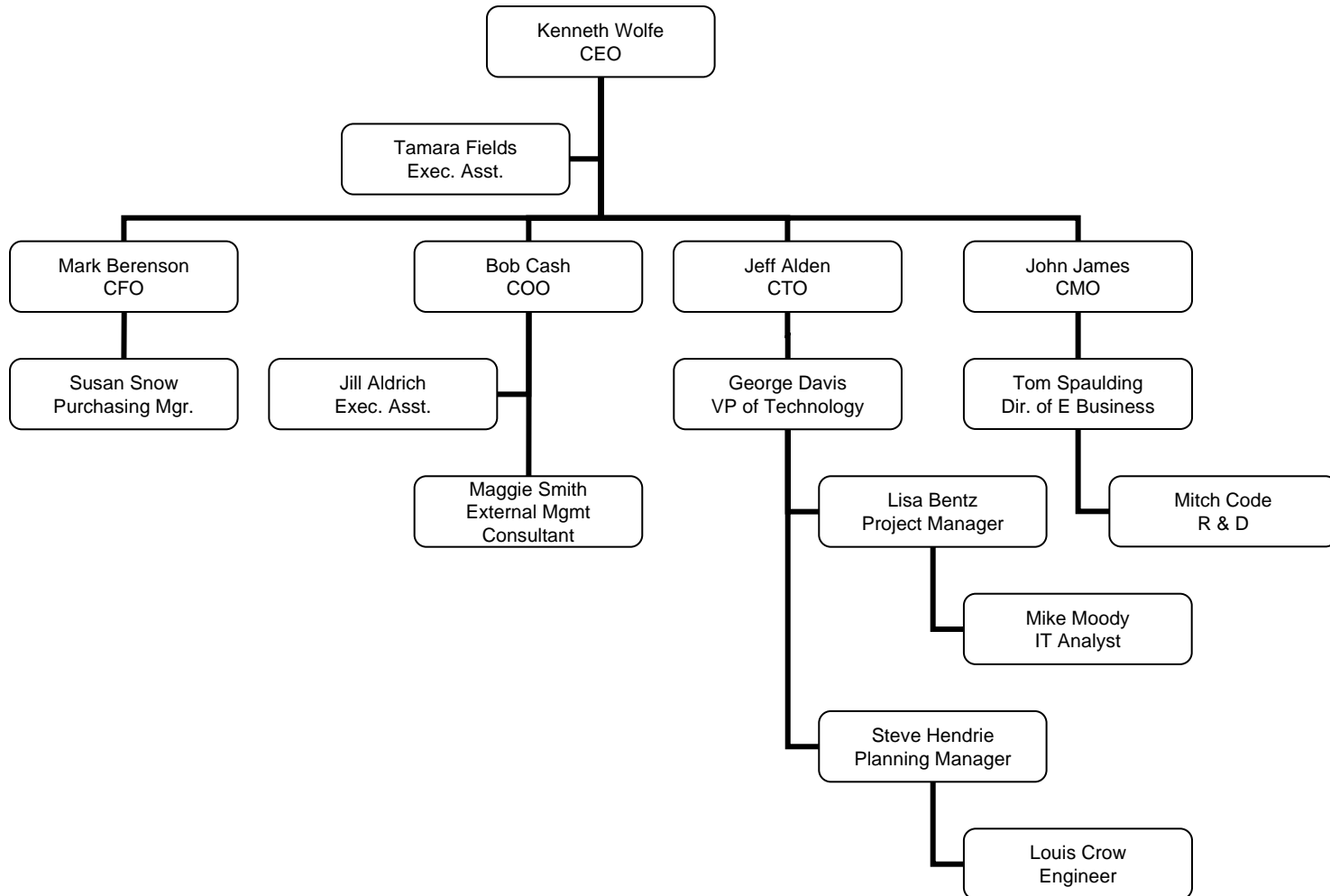
1. TeleSmart picks up speed with [COMPANY NAME]
2. TeleSmart makes immediate impact with [COMPANY NAME]
3. TeleSmart overview for [COMPANY NAME]
4. [COMPANY NAME] 2009 News and Alerts from TeleSmart
5. TeleSmart - *Bringing People, Processes, and Systems Together*
6. [COMPANY NAME] 06.12.09
7. Perfect Timing for [COMPANY NAME]
8. Four minutes of your time?
9. Top 3 reasons why companies choose TeleSmart
10. TeleSmart Enhancing User Experience for [COMPANY NAME]

In today's B2B markets, as mergers and acquisitions continue to dominate corporate environments, more and more people are involved in the decision-making process, but fewer people have power to make a purchase decision. It's getting harder to find power in an organization because:

1. Web 2.0 Technology Tools: Data Overload
2. Too Many Layers of Management
3. Title Mania
4. Expanding Product Offerings
5. Our prospects have less time and grant less meet
6. Non-linear Organizations
7. Risk Aversion
8. Committee Decisions
9. Educated Buyers
10. Distributed Workforce



Hierarchy of Power?





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Last Updated 10/30/2008 by [armaus](#)



Mr. David Thompson
Group President, Information
Technology and Services Group



Symantec Corporation

Employment History

Senior Vice President and Chief Information Officer
Oracle Corporation
Managing Director
AXS-One Inc



Officers & Directors Detail


Symantec Corp (Nasdaq)

sector: Technology - industry: Software - View SYMC on other exchanges

As of 4:00pm EST	Price Change	Percent Change	Analyst Recommendations
13.50 USD	▲+0.76	▲+5.97%	 Sell Hold Buy

Thompson, J.David
Brief Biography

Mr. Thompson has served as Group President, Information Technology and Services of Symantec Corporation since January 2008. From February 2006 to January 2008, he had served as Symantec's Executive Vice President and Chief Information Officer. Prior to joining Symantec Corporation, Mr. Thompson was Senior Vice President and Chief Information Officer for Oracle Corporation, a global enterprise software company, from January 2005 to January 2006. Before joining Oracle, Mr. Thompson was Vice President of Services and Chief Information Officer at PeopleSoft, Inc., an enterprise application software products company, from 1995 to January 2005.



A D&B COMPANY

J. DAVID THOMPSON
EVP, CIO, and Group President, Information Technology and Services Group

Network | E-mail

Biography

As Symantec's chief information officer, David Thompson leads a global team responsible for developing Symantec's enterprise architecture, internal business systems, IT standards and policies, and information security program. Prior to joining Symantec, Thompson was senior vice president and chief information officer for Oracle and oversaw the Global Information Technology group. Before joining Oracle, Mr. Thompson was the CIO at PeopleSoft for seven years where he led the transition to the adoption of its own Internet applications to reduce costs and improve efficiency. During his tenure, he also led PeopleSoft through the M&A integrations of both Vantive and JD Edwards. His leadership allowed the corporation to realize over \$100 million in savings through IT process optimization and online business process enablement. Mr. Thompson has more than 18 years of experience in IT leadership in the high technology industry. He began his career in technology as a systems development officer in the United States Air Force.

Source: Company Web Site, 2007

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Uh-Oh, it's the No-Po

As the political landscape becomes more complex, the probability of selling to the powerless decision-makers are multiplying daily as departments which traditionally held budgets and decision-makers who had signing authority are quickly disappearing.

Salespeople are finding they are selling to the wrong people otherwise known as the No-Po's- people who have No Power, No Potential and No Purchase order will ever come from it.

These people hold prestigious titles such as Managers of IT, Systems Analysts, Training Directors and Network Administrators are powerless in terms of budgets.



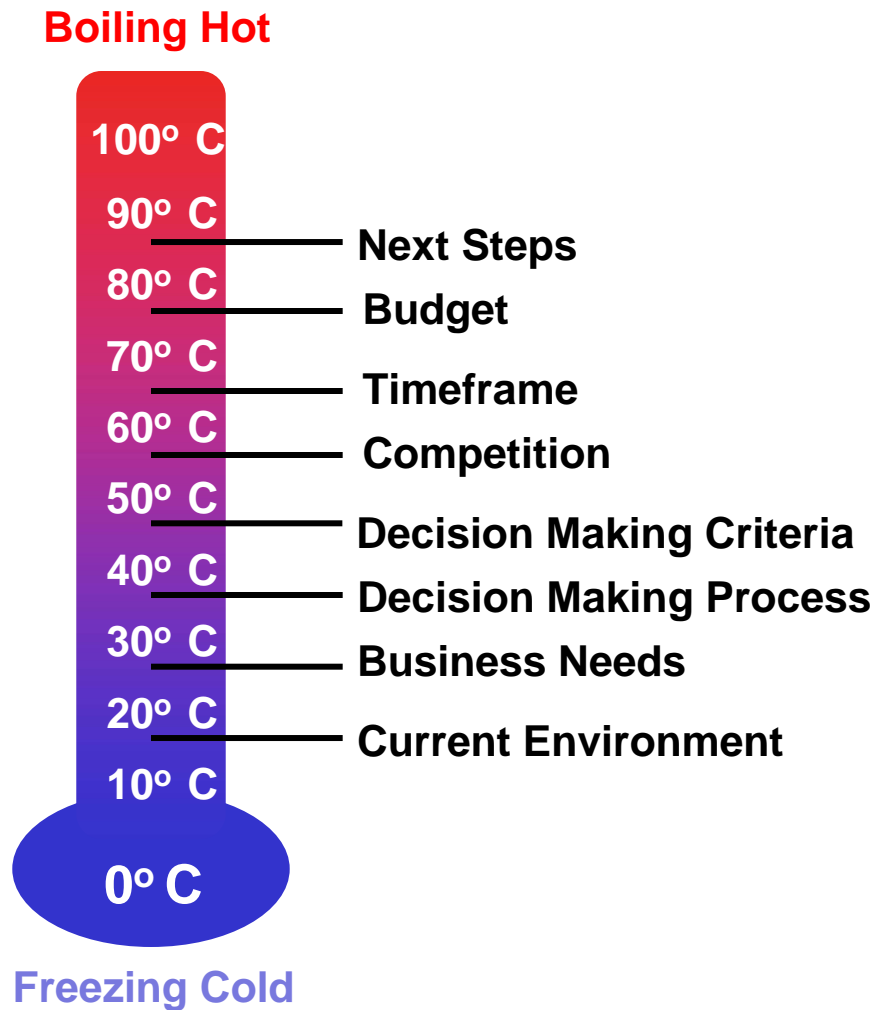
Finding the Power Buyer



B.A.N.T Dead or Alive?



Sales Ready Leads Criteria



1. Sales + Marketing = Multiple Touch
 2. Increasing Information Consumption
 3. Sales Productivity in the Cloud
 4. Sell Around Trigger Events
 5. Align with the Power Buyers- Get Out of the No-Po Zone
 6. Inside Sales is the Sales Engine that Could
 7. Take LinkedIn Seriously
 8. Take all Sales Tools Seriously
 9. Voicemail and Email = *The Dynamic Duo*
 10. Workday begins on Sunday!
-

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