



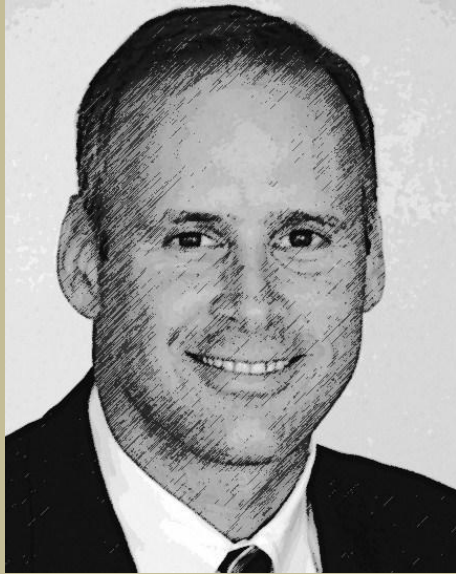
Gain Greater Visibility & Build a Pipeline that Never Leaks

Presented By:



Sales Readiness Series

Today's Speakers



Matt Smith

[3forward](#)

Exec VP, Co-Founder

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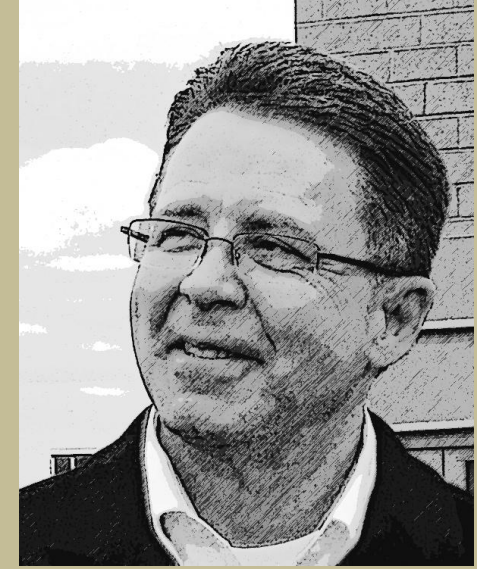


Lisa Cramer

[LeadLife Solutions](#)

President

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Dan Hudson

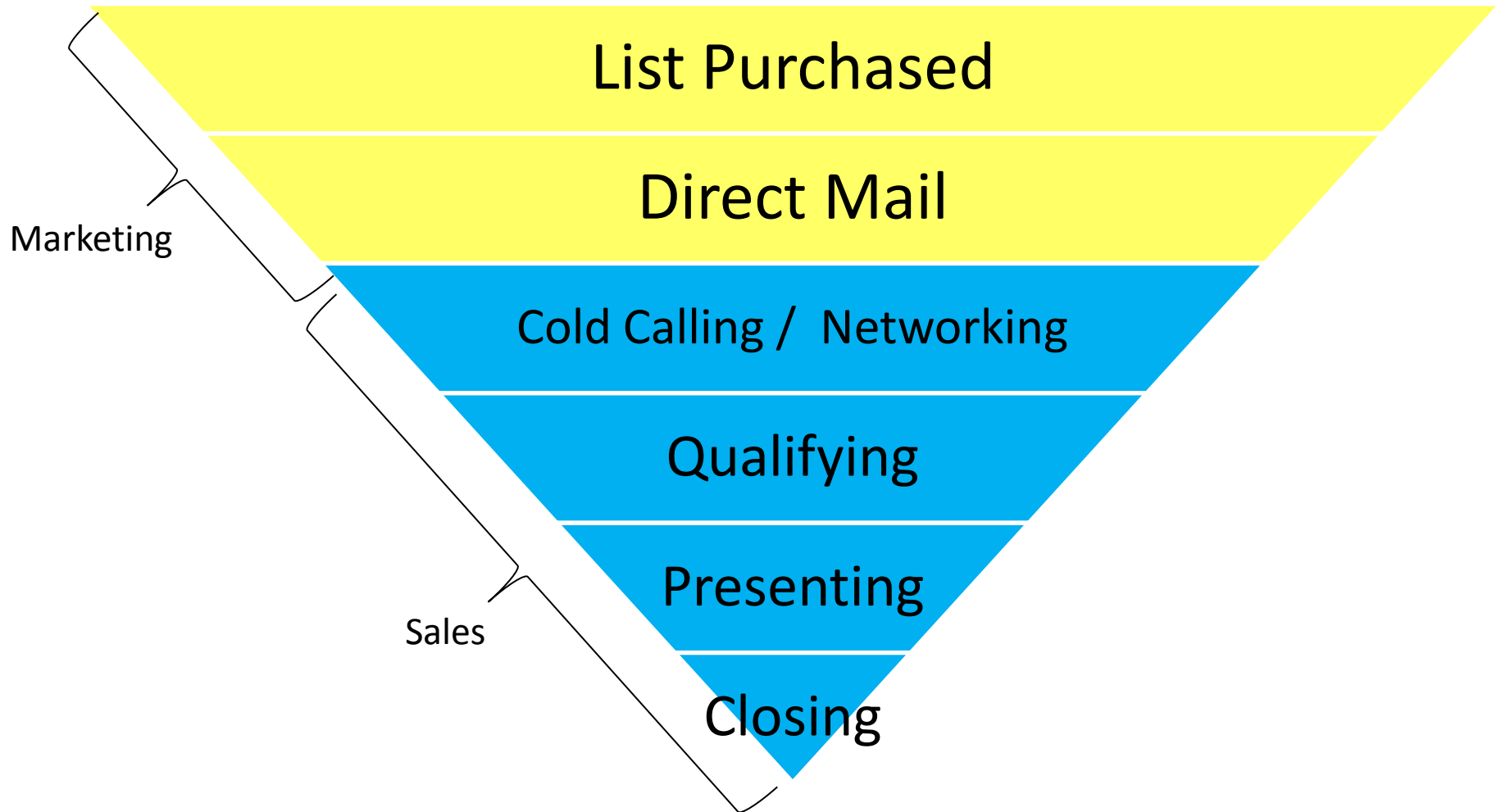
[3forward](#)

President, Co-Founder

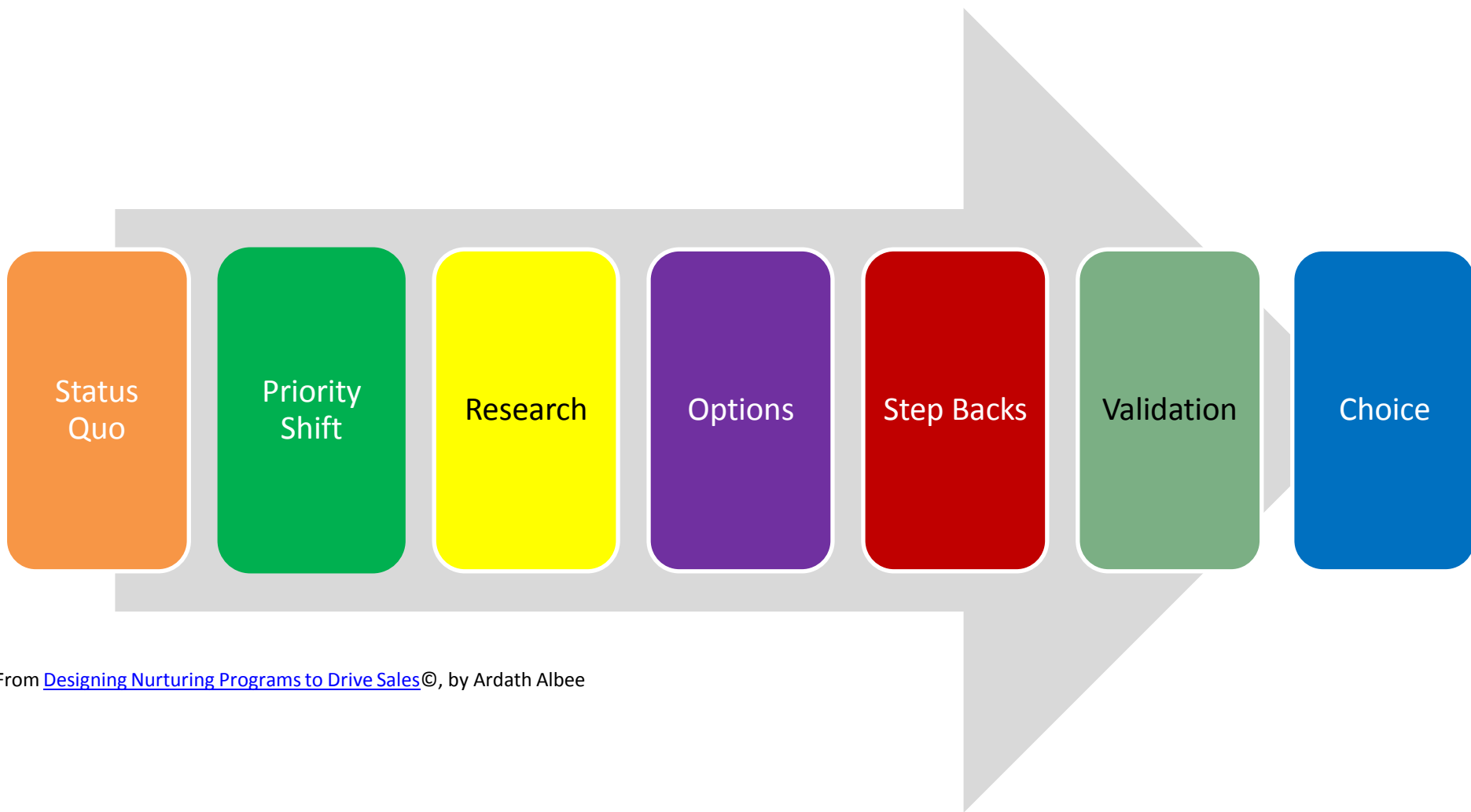
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Traditional Sales Model

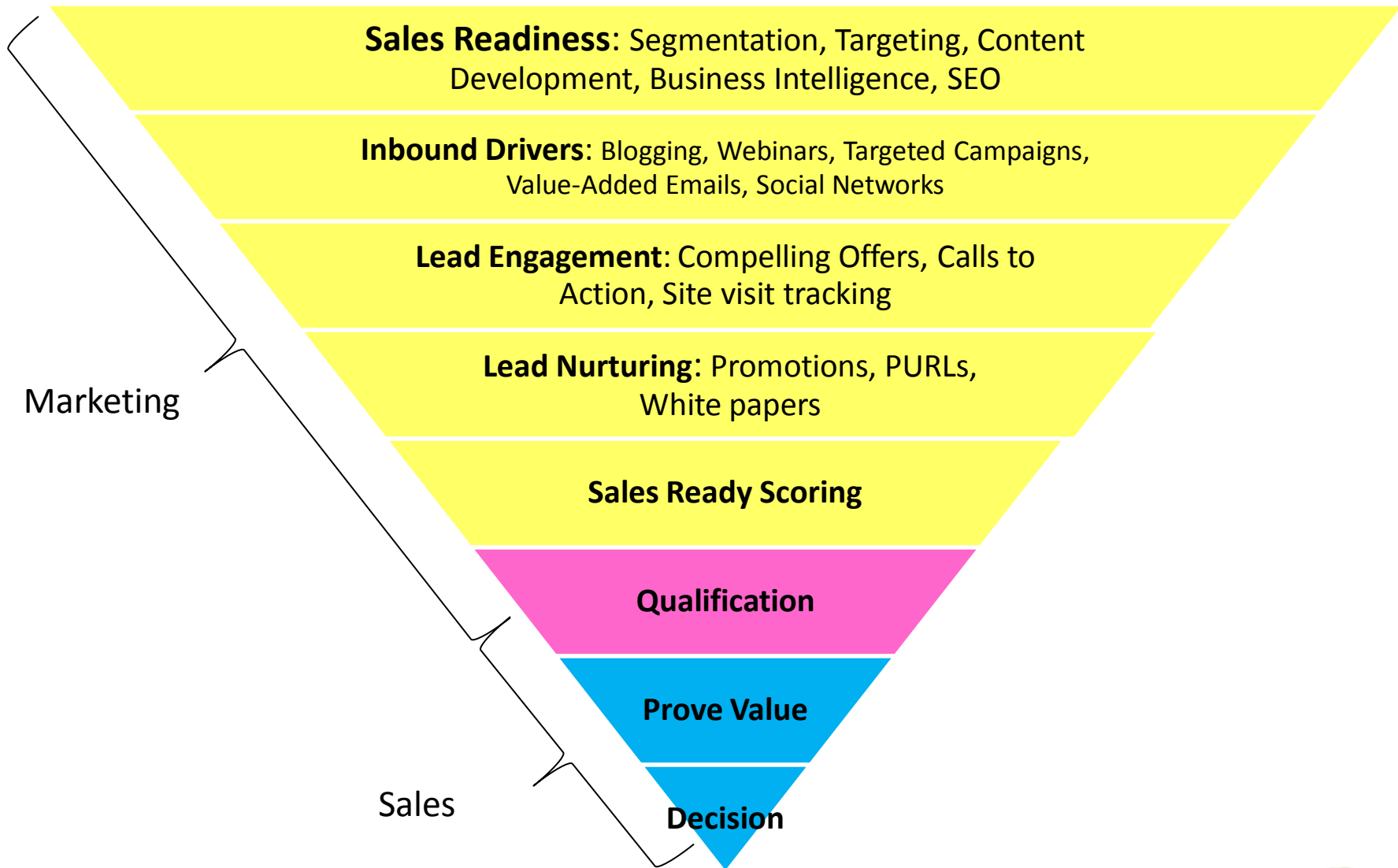


Today's Buying Process



From [Designing Nurturing Programs to Drive Sales](#)©, by Ardath Albee

New Sales and Marketing Model



Case for Lead Management

“Companies that automate lead management can increase revenue at least 10% within 6 -9 months, despite the uncertain economy.” (Gartner)

“16% of the total leads that are deemed "sales-ready opportunities" actually close.” (Aberdeen)

“In 2009 only 51.5% of sales reps made their quota, while 85% of companies raised their quotas in 2010.” (CSO Insights)

Segmenting & Targeting

Demographics:

Information about the prospect

- Ex: Company size, job title, geography, etc.

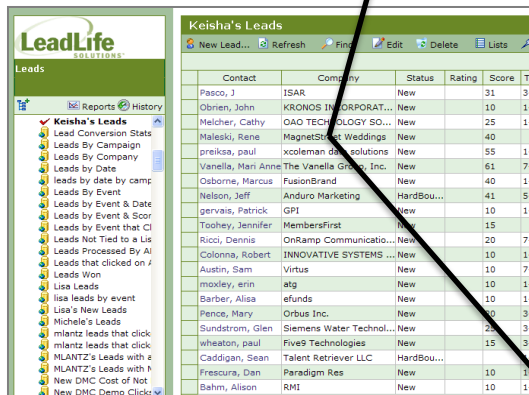
Behavior:

Monitoring the prospects behavior

- Ex: Website visits, whitepaper and/or case study downloads, etc.

Demographics + Behavior =

The complete picture of your lead.



Contact	Company	Status	Rating	Score	Tim
Pasco, J	ISAR	New	31	3-C	
Obrien, John	KRONOS INCORPORAT...	New	10	1-E	
Welcher, Cathy	DAO TECHNOLOGY SO...	New	25	1-E	
Majalski, Rene	MagNetSOFT Solutions	New	40		
pretkaa, paul	scobleman.com solutions	New	55	1-E	
Vanella, Mari Anne	The Vanella Group, Inc.	New	61	7-P	
Osborne, Marcus	FusionBrand	New	40	1-E	
Nelson, Jeff	Anduro Marketing	HardSou...	41	5-M	
gervais, Patrick	GPI	New	10	1-E	
Toohy, Jennifer	MembersFirst		15		
Ricci, Dennis	OnRamp Communicatio...	New	20	7-P	
Colonna, Robert	INNOVATIVE SYSTEMS ...	New	10	1-E	
Austin, Sam	Virtus	New	10	7-P	
moxley, erin	atg	New	10	1-E	
Barber, Alisa	efunds	New	10	1-E	
Pence, Ryan	Orbus Inc.	New	10	3-C	
Sundstrom, Glen	Siemens Water Technol...	New	20	3-C	
whitson, paul	Five9 Technologies	New	15	3-C	
Caddigan, Sean	Talent Retriever LLC	HardSou...		1-E	
Frescura, Dan	Paradigm Res	New	10	1-E	
Bahn, Alison	RMI	New	10	1-E	

Lead Record

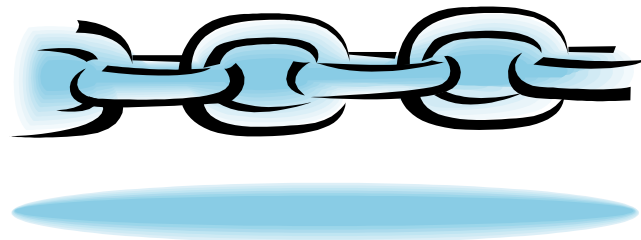


Input	T	F
Name	<input checked="" type="checkbox"/>	
Title		<input checked="" type="checkbox"/>
Company	<input checked="" type="checkbox"/>	
Email	<input checked="" type="checkbox"/>	
Whitepaper DL	<input checked="" type="checkbox"/>	

As the prospect progresses through the buy cycle, you learn more about them and their interests.

Segmentation – Getting Started

- Create a prospect Sweet Spot Matrix specific to your company
- Establish target client characteristics and attributes
 - Size, vertical market, special needs, etc.
- Classify buyer drivers and considerations
- Validate and rank prospect types based on target criteria
- Separate prospects into Tiers 1, 2, and 3



Sweet Spot Matrix

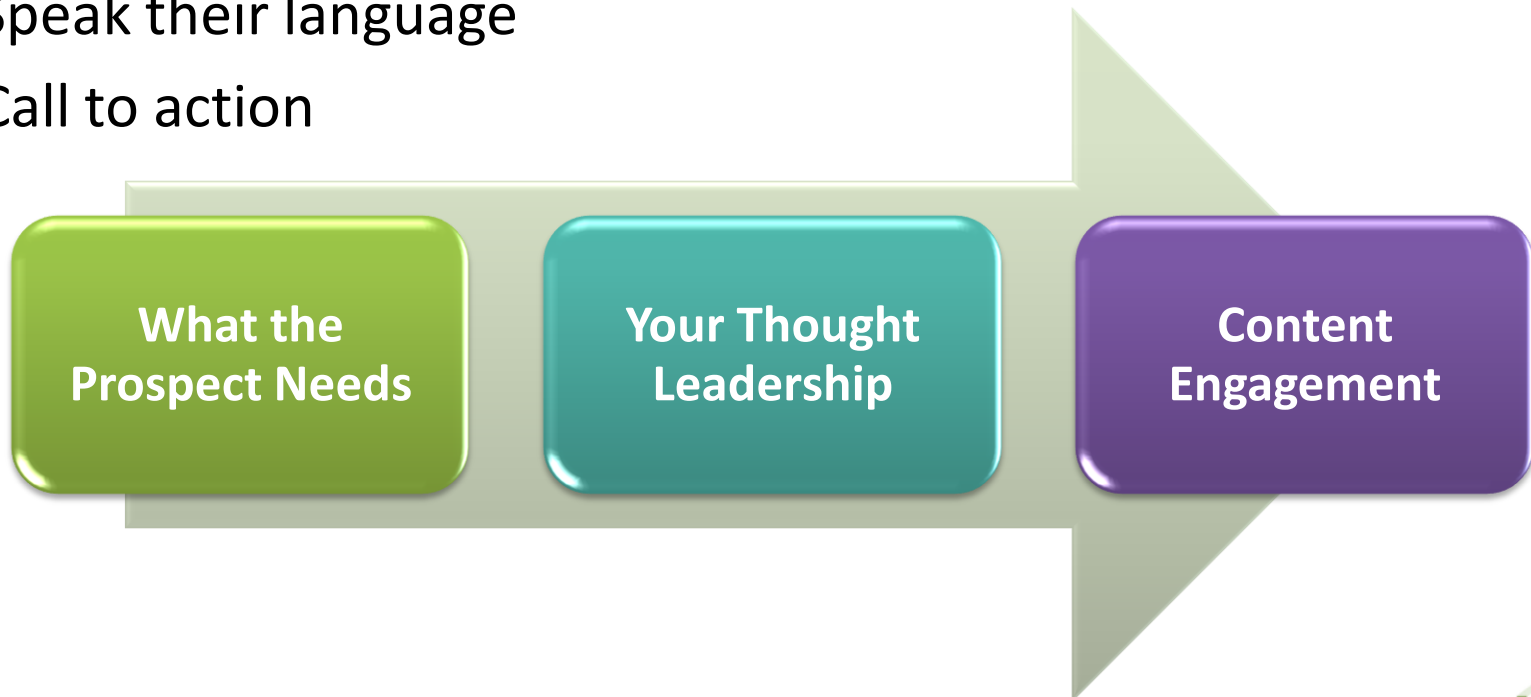
Category	Strong Fit	Good Fit	Neutral Fit
Annual Revenues			
Geography			
Installed Technology			
Seats			
Relationships			
Other Vendor Relationships			
Cross Selling Opportunities			

Targeting Sample

Category	Strong Fit	Good Fit	Neutral Fit
Annual Revenues	\$250 million to \$5 billion	\$5 to \$10 billion	Less than \$250 million, greater than \$10 billion
Geography	<ul style="list-style-type: none"> • Global • Multi-National 	<ul style="list-style-type: none"> • National or • Multi-State 	Single market, non-supported countries, high-quantity / very low density
Installed Technology	Campus and distributed Tier one PCs, servers, infrastructure	More than 20% non-supported products	Data center, mainframe, high end server, tier 2 OEMs
Seats	2,500 or greater, preferably distributed across multiple regions	1 to 2 thousand seats	Less than 500 seats, heavily concentrated in a single site
Client Relationships	<ul style="list-style-type: none"> • Existing relationship • Installed base of equipment 	No current or positive past relationship	Negative past relationship
Other Vendor Relationships	<ul style="list-style-type: none"> • Numerous, fragmented vendor relationships • No concentration with single ITO 	Regional providers	In place full IT outsource relationship
Cross Selling Opportunities	Opportunity for three or more additional delivered service lines (Hardware, ITO, BPO, PLS)	Opportunity for an additional delivered service line (Hardware, ITO, BPO, PLS)	No additional opportunities

Relevant Content via Nurturing

- Send messages based on a prospect's behavior, title, industry, what they recently downloaded, etc.
- Timing of touches
- Your content should be designed to spark your prospect's interest and leave them wanting to learn more
- Speak their language
- Call to action



Samples of Content Nurturing Messages

Develop a plan. Outline an effective lead nurturing schema.

Example:

- Touch 1- Day 1: Thank you email for downloading a whitepaper
- Touch 2 - Day 3: Introductory phone call and follow-up email
- Touch 3 - Day 10: Email another whitepaper of interest
- Touch 4 - Day 20: Send your monthly e-newsletter
- Touch 5 - Day 30: Send an email to "touch base"
- Touch 6 - Day 40: Email a recent customer win article
- Touch 7 - Day 50: Prospect calls or responses to your email

Now you have a qualified lead!



Lead Scoring – Getting Started

- Scoring indicates ‘lead sales readiness’ – something sales and marketing must mutually define
- Start with a plan – clicks, pages
- Integrate scoring with lead tracking, segmenting, nurturing
- Consider relevance of lead demographics, title, industry, company size
- Score off-line leads as well
- Analyze trends and effectiveness and refine scoring rules over time
- What to measure and track – Leads Passed to Sales, Leads Closed, Leads Nurtured vs. Converted, ROI
- Do not score everything – too much granularity will make measurement difficult

Post Lead Management Approaches...



Case 1: Segmentation

- Segment your lead lists based on what the prospects interests are and then send them a target email via drip marketing.

Segment Leads by Industry

Contact	Company	Status	Rating	Score	TimeZone	Phone	Email
Atkinson, John	Cleveland Gear Inc	Unqualifi...	Hot	100	1-Eastern	216-641-9000	jatkinson@clevelandge...
Patterson, John	Elcoo Inc. Maxant Divis...	Qualified	Hot	100	3-Central	773-342-1000	jpatterson@maxant.com
Sowarby, John	Promenet Inc		Hot	100		212-645-6080	jsowarby@promenet.com
Mobbs, John	Arkansas Democrat Ga...	New	Hot	100	3-Central	501-378-3484	jmobbs@ardemagaz.com
Walsh, John	Total Mortgage Svc	New	Warm	55	1-Eastern	203-255-0010	jwalsh@totalmortgage...
Henry, Allison	F B Johnston Group	New	Warm	55	1-Eastern	803-345-5482	ahenry@fjohnston.com
Wentworth, John	Moosehead Manufactur...	New	Warm	50	1-Eastern	207-997-3621	wentworthjohn@moose...
Johnson, Rae	ChemDesign Corporation		Hot	45		800-706-1634	rae.johnson@chemdesi...
Chase, John	Atlantic - Pacific Capital...	New	Cold	40	1-Eastern	202-662-9182	jchase@apcap.com
Corlett, John	Liberty Mutual Insuranc...	New	Cold	40	5-Mount...	303-99-0818	john.corlett@libertymut...
Elliott, Sharon	John Daugherty Realtor...	New	Cold	40	3-Central	281-77-3055	sharone@johndaughtert...
Baldwin, John	MandK Financial Servic...	New	Cold	40	1-Eastern	215-92-7788	john.baldwin@m-kfman...
Egbert, John	Manulife Wood Logan Inc	New	Cold	40	1-Eastern	203-400-7500	john_egbert@manulife...
Jones, John	Associate Engineering ...	New	Cold	40	3-Central	920-349-3831	johnj@olar.net
Malboeuf, John	Automated Production ...	New	Cold	40	1-Eastern	215-938-1000	jmalboeuf@esspold.com
Middaugh, John	Aseptic Inc	New	Cold	40	7-Pacific	425-487-3177	jmiddaugh@aseptic.com
Newman, John	Baumann Springs USA ...	New	Cold	40	1-Eastern	704-588-2717	john.newman@bauman...
Lynch, John	Axcera	New	Cold	40		800-215-2614	jlynch@axcera.com
Regan, John	Applied Aerospace Stru...	New	Cold	40	7-Pacific	209-982-0160	jregan@aacsworld.com
Simmons, John	Bridgford Foods Corp	New	Cold	40	3-Central	214-428-1535	johnsimmons@bridgfo...

Create Drip Campaign

Workflow Steps

Add/Remove Steps below by clicking the corresponding buttons:

Start Step

Condition: Lead came through Campaign Event

Add Next Step

Step 2

Special Condition/Action

Action: Send Follow-up E-Mail

Product Demo

Add Next Step

Email to Software Company

Hi Mary,

Do you know what makes a good widget a in the software industry? Learn some [helpful guidelines](#) for when a widget is truly software ready versus just an inquiry, suspect, research or simply a click.

If you get a chance - view a [3-minute product demo](#) of Bisco's widget software and see first-hand how your organization can track, score, nurture widgets and gain visibility to the marketing analytics you need.

Best regards,

Mitch

Mitch Smith
Bisco, Inc.
1000 Central Blvd
Atlanta, GA 30319
Tel. 404.123.4567

Email to Services Company

Hi Mary,

Do you know what makes a good widget a in the software industry? Learn some [helpful guidelines](#) for when a widget is truly software ready versus just an inquiry, suspect, research or simply a click.

If you get a chance - view a [3-minute product demo](#) of Bisco's widget software and see first-hand how your organization can track, score, nurture widgets and gain visibility to the marketing analytics you need.

Best regards,

Mitch

Mitch Smith
Bisco, Inc.
1000 Central Blvd
Atlanta, GA 30319
Tel. 404.123.4567

Case 2: Not All Clicks Are Equal

- Common misnomers:
 - Click = lead
 - # of hits, clicks, or leads
 - Inquires, suspects, leads
 - Marketing leads – sales leads
- **Lead Scoring** helps determine which clicks matter, and which don't
- With lead scoring you can:
 - Get more out of your lead generation \$\$
 - Drive more quality leads to sales
 - Nature leads not ready to buy
 - Get a better ROI
 - Close the marketing/sales gap



Case 3: Content

- Don't recreate the wheel...
- Use copy that you already have and repurpose:
 - Website content
 - Datasheets
 - Interviews
 - Articles
 - Press releases
 - Customer quotes



TIPS:

- ❖ Personalization coupled with relevant content is key
- ❖ Dress up your content with pictures, screen shots, and/or tables

Metrics That Matter

By implementing a lead management system LeadLife customers have found:

- Increase in qualified leads by **78%**
- Decrease in sales cycle from **months to weeks**
- Increase in first call contact success rate from 12% to **85%**
- Decrease in cost of sales by **10%**
- Improved conversion rates up to **3x**



Key Takeaways

- Make sure marketing and sales agree on what the common definition of a lead is within your organization.
- Understand what your prospects are looking to buy, and target your audience based on their specific needs, wants, and demographics.
- Nurture your prospects with relevant content that is of particular interest to them.
- Once the prospect has hit a certain threshold within your company and has become “sales-ready”, get your sales team involved.



Further Education

www.leadlife.com

Resource Library



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www.leadlife.com/leadgenerationemail.aspx

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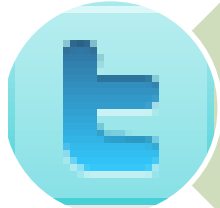
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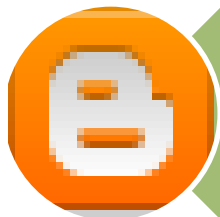
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Experts and Resources

New Model Sales, Marketing and Social Media Experts

- [Sales 2.0](#) Seley and Holloway
- [Ardath Albee](#) Marketing and Content
- [Chris Brogan](#) B2B Social Media
- [Brian Solis](#) Social Media
- [Dan Zarrella](#) Inbound Marketing
- [David Meerman Scott](#) Marketing and PR
- [Gerhard Gschwandtner](#) Sales 2.0

Sales Benchmarking

- [CSO Insights](#)
- [Sales Benchmark Index](#)

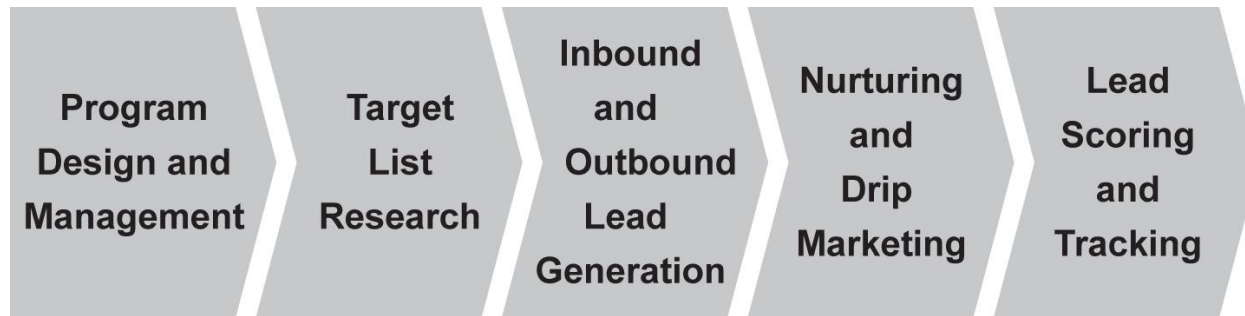
New Tools Directory

- [9 categories of sales and marketing best practices and dozens of downloads](#)



Lead Ready™ from 3forward

3forward's **Lead Ready™** service provides companies a **fully managed and complete program** for finding, developing and converting leads to sales ready opportunities.



Lead Ready™ Offers Exceptional Functionality

- **Track** all lead interactions with your company over time
- Website and landing page **visitor analytics, tracking** and **scoring**
- **Nurture** leads with automated, rules based *drip marketing* and personalized content
- **Score and prioritize** leads based on behavior (online and offline)
- Measure campaign and event results on single **dashboard**
- Create customized **landing pages, forms and surveys** for your website
- Create **personalized e-newsletters** to further nurture leads



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