



How New Media, Social Networks and Web 2.0 Have Changed Sales

(And How to Make It Work For You)



Create. Increase. Accelerate.™

Sales Goals Have Not Changed

Increasing wins from new logo prospects

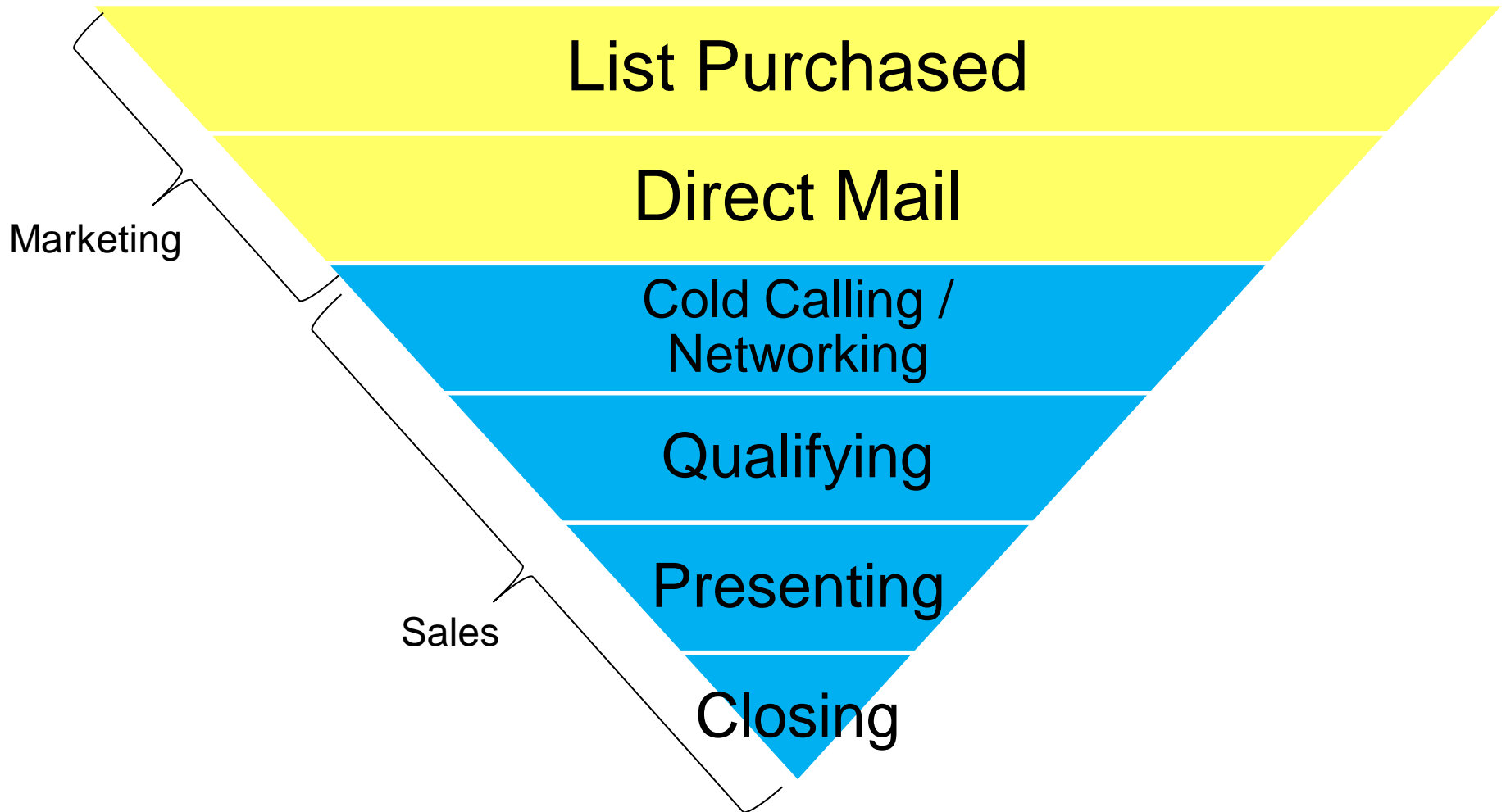
Top of mind with prospects in 'buying mode'

Accelerating in-bound lead generation

Consistent, sustained lead cultivation

Increasing sales efficiency and reducing cost/lead

Neither Have Most Sales Models



2009 Results Show Problems and Challenges

2010 Sales Performance Optimization Study

51.5%	2009 % of Reps Making Quota
78.5%	Overall Plan Attainment
85.1%	Companies Raising Quotas in 2010

- 3,000+ Companies Participated Worldwide, Cross Industry Participation, SMB and Large Enterprises
- 100+ Sales & Marketing Effectiveness Metrics Tracked
- Best Practices Benchmarking on How Sales Teams are Leveraging People, Process, Technology and Knowledge to Address Challenges

CSO Insights

Why Old Methods Stopped Working

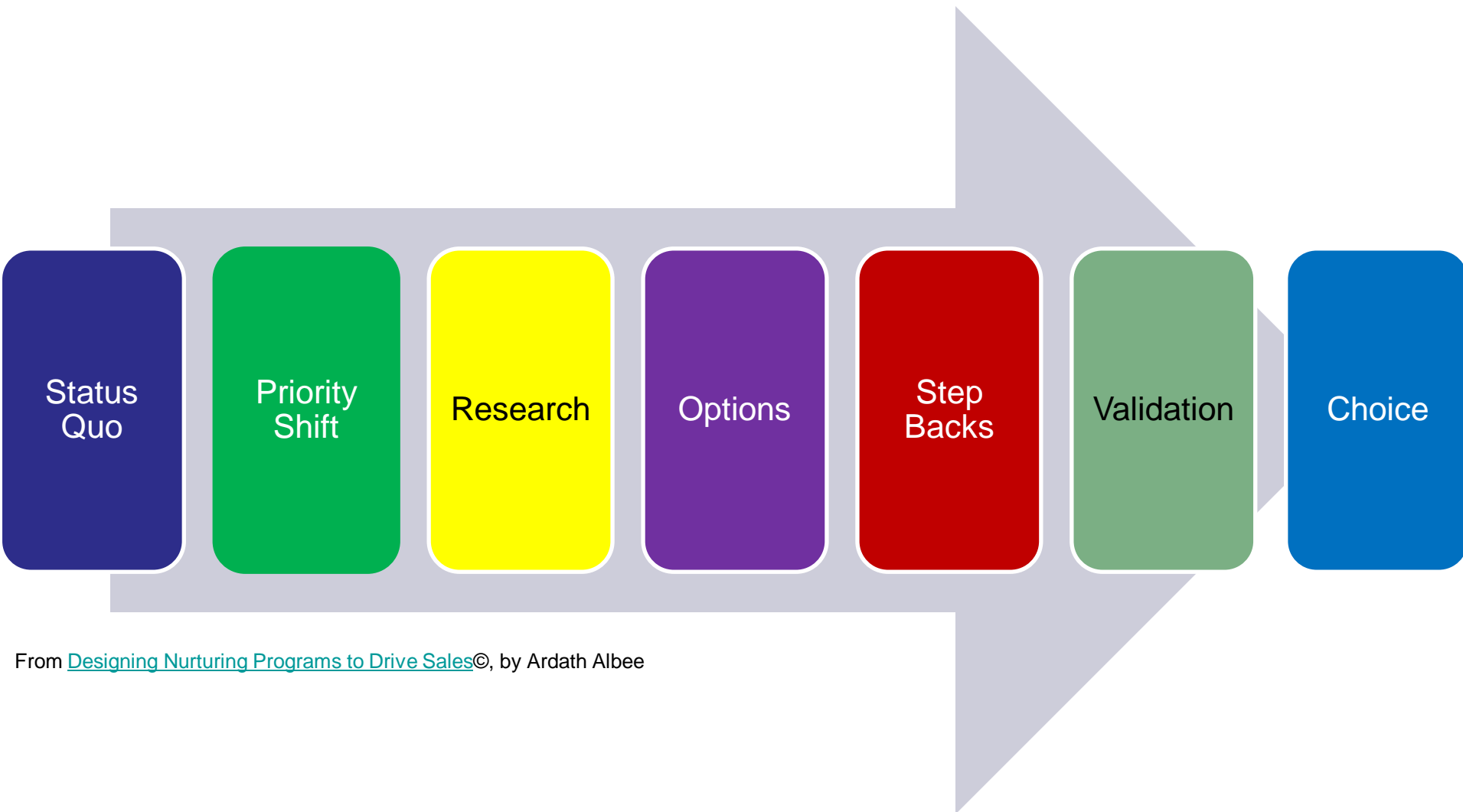
Rapid **commoditization**, **razor-thin margins** and **international competition** pressuring every geography, industry, service, or product

Prospects **no longer rely on salesperson** to learn about the feature and functionality of a product;

Prospects overwhelmed with offers and overlapping, conflicting, or **disconnected value propositions**

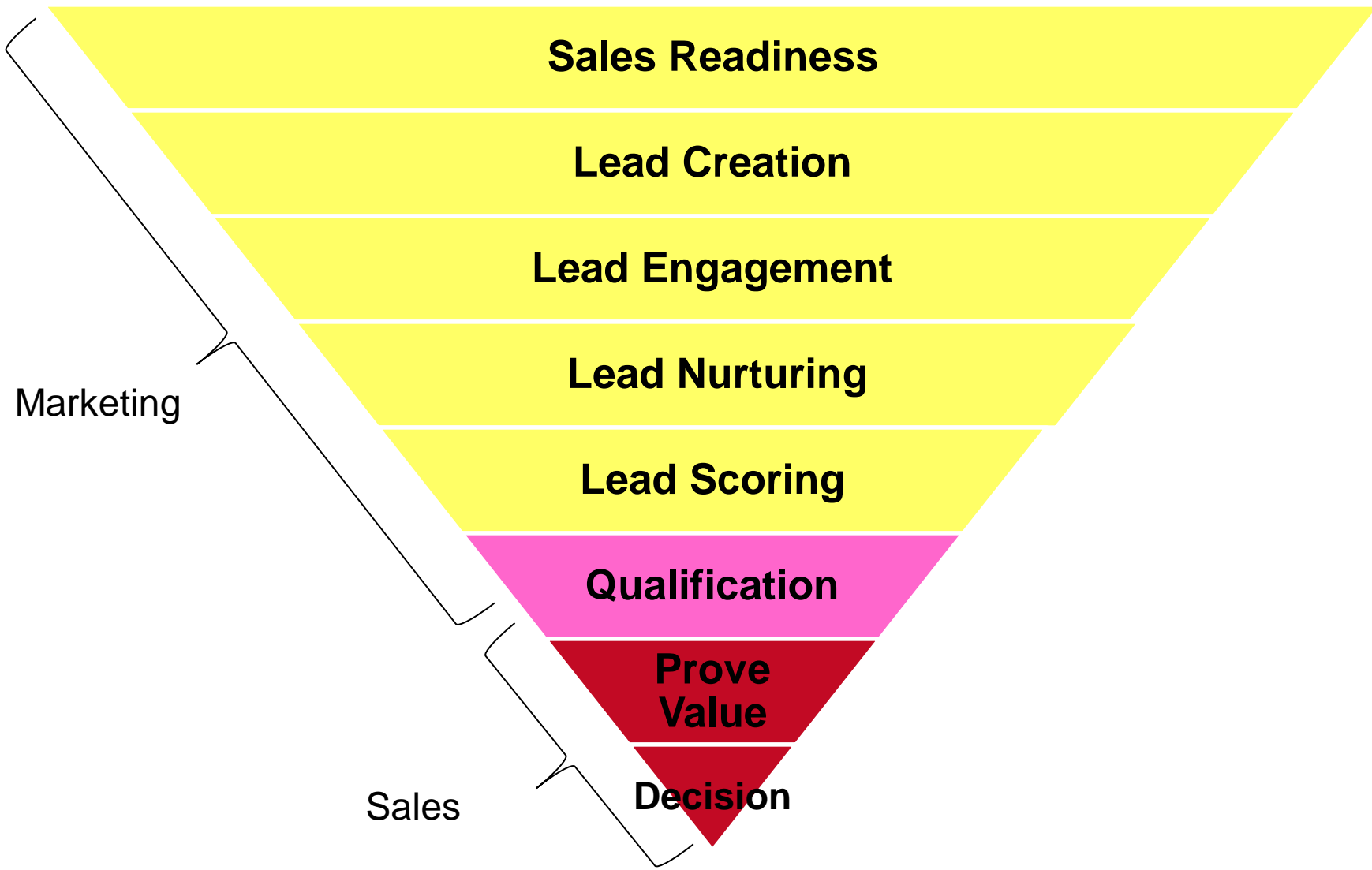
*Mike Drapeau, Executive Vice President
Sales Benchmark Index*

Today's Buying Process...



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

...Require A New Sales Model

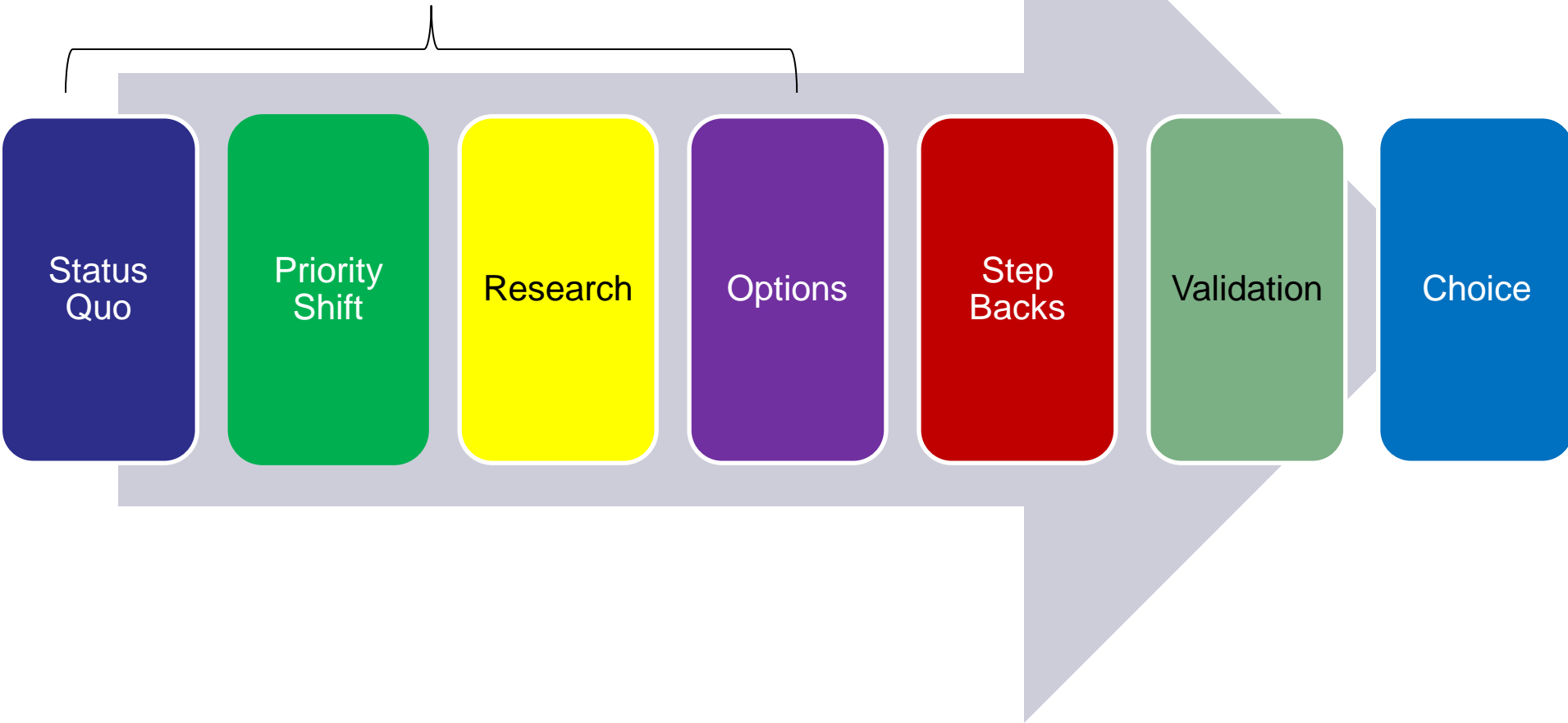


...Require A New Sales Model



Alignment With Buying Phases

Drip Marketing / Lead Nurturing of Relevant, Value Add Content Keeps you Visible to Targeted Prospects



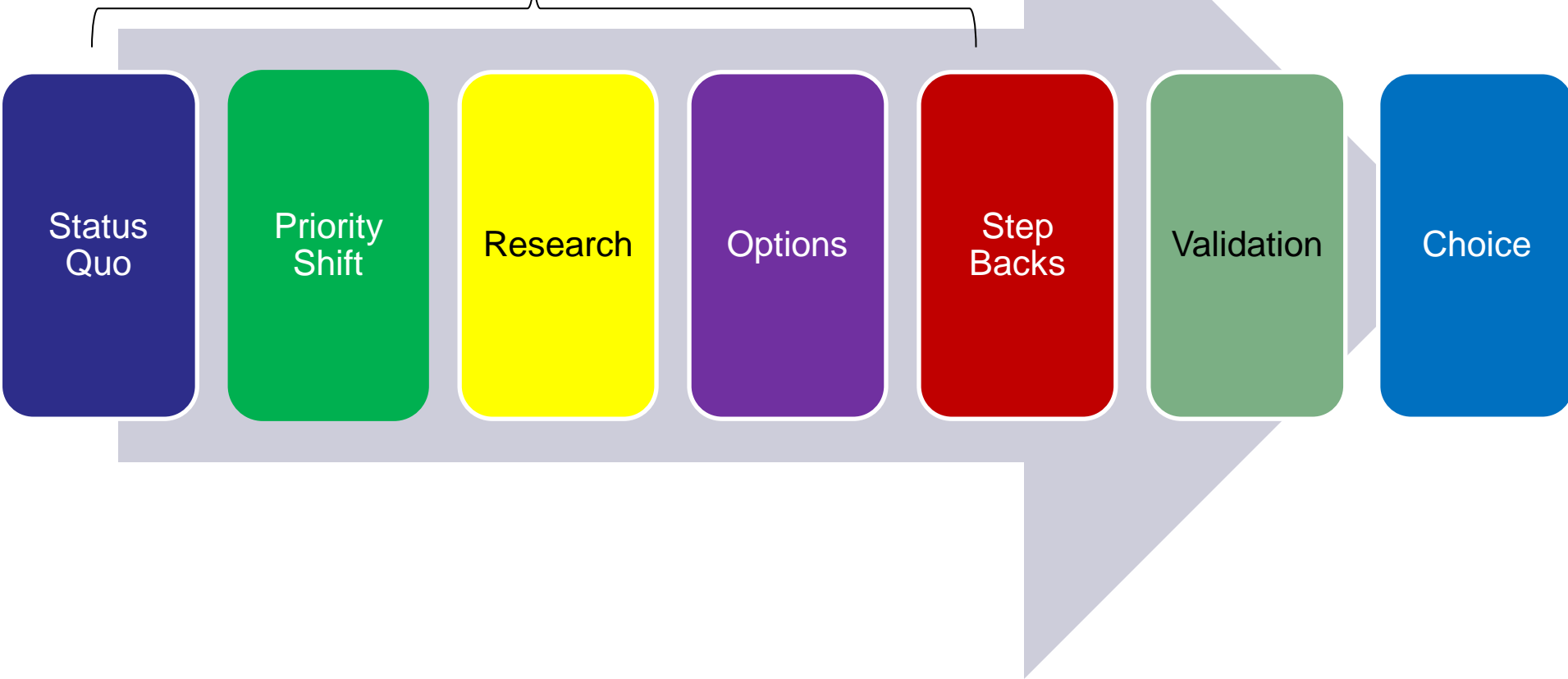
Knowing When To Engage

Understand Landscape

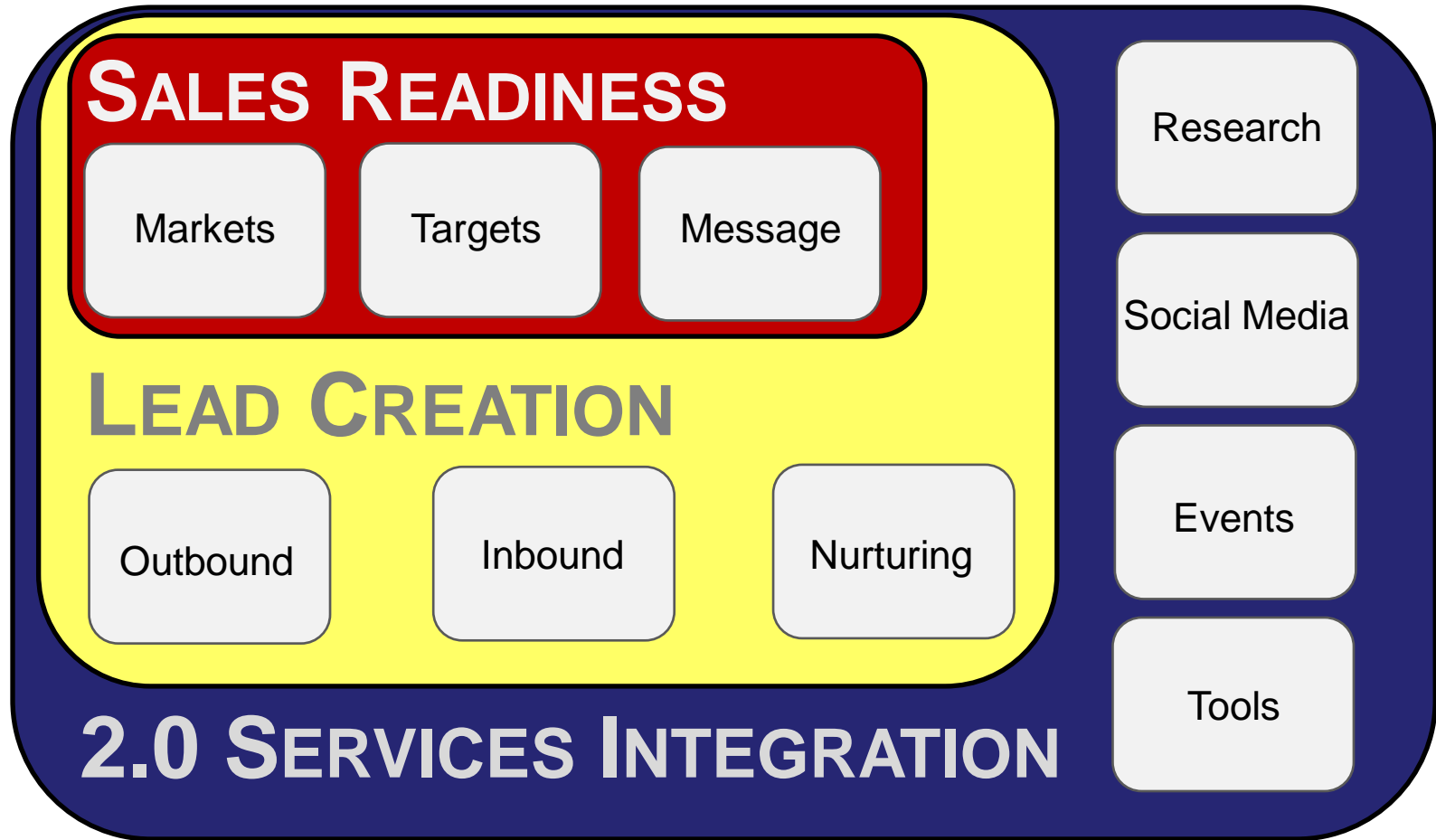
Prioritize Investments

Formulate Value Proposition

Engage in Dialogue



The 2.0 Sales Plan



1st Phase - Markets and Targets

- Define segment(s)
- Establish target client characteristics and attributes – and alternatives (competitive analysis)
- Classify buyer drivers and considerations
- Validate and rank prospect types based on target criteria
 - Separate prospects into Tiers 1, 2, and 3
- Create sales tools such as Sweet Spot Matrix

Target Criteria – *Sweet Spot*

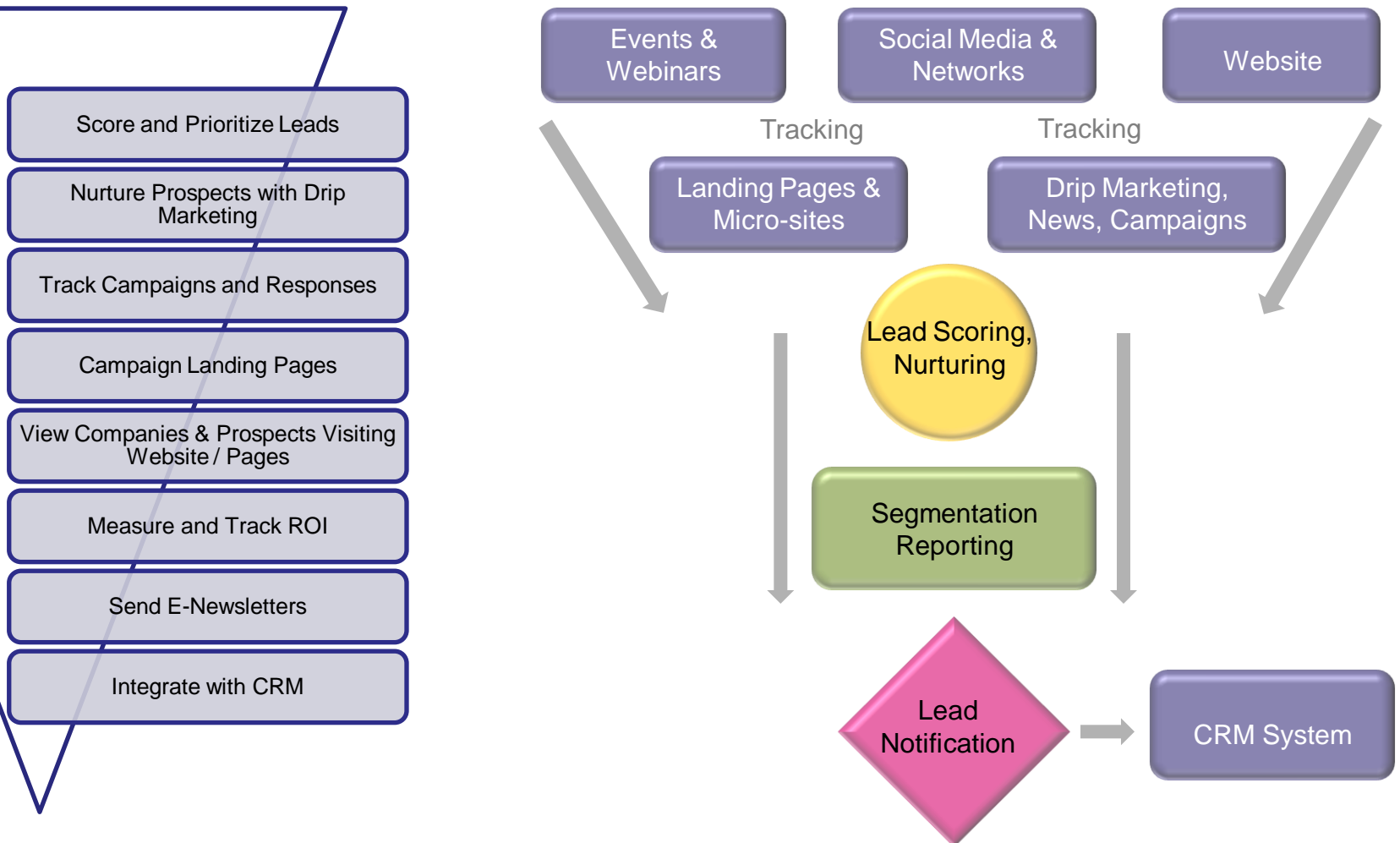
Category	Strong Fit	Neutral	Weak Fit
Annual Revenues			
Geography			
Installed Technology			
Seats			
Relationships			
Other Vendor Relationships			
Cross Selling Opportunities			

Target Criteria – Sweet Spot

Category	Strong Fit	Neutral	Weak 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

2nd Phase – Lead Creation

Lead Lifecycle Management



Lead Nurturing Messaging Plan

Nurturing Progression - Segmented Leads	Schedule	Count	Segment Specific	Type of Communication		
				Invidual Message	General Message	Phone Touch
Segment specific message (value add content, whitepaper, etc.)	Day 1	Drip 1	1			
Introductory phone call and follow-up email	Day 3	Drip 2		1		
Email another whitepaper of interest	Day 10	Drip 3	1			
Email an industry article of interest	Day 20	Drip 4	1			
Email links to a recent Webinar broadcast	Day 30	Drip 5		1		
Email recent industry analyst report	Day 40	Drip 6	1			
Personal invitation to attend an upcoming seminar	Day 50	Drip 7			1	
Send your monthly e-newsletter	Day 60	Drip 8			1	
Mail customer case study	Day 70	Drip 9	1			
Send an email to "touch base"	Day 80	Drip 10	1			
Email a recent customer win article	Day 90	Drip 11	1			
Prospect calls or responds back to your email	Day 110	Drip 12		1		
			7	3	2	0
			12			

Aberdeen Lead Management Best Practices

Breaking Away From Bottom Tier

- Consider Lead Management Technology
- Implement Lead Nurturing
- Segment and Target Customers

Getting Above Average

- Leverage Multi-Campaign Nurturing
 - New Leads, Recycled Leads, Existing Customers
- Marketing Alignment on Goals & Metrics

Improving on Best in Class

- Take Lead Lifecycle Management company-wide
- Formalize Lead Recycling from Sales to Marketing

Aberdeen Group: Building A Pipeline That Never Leaks

3rd Phase – On-Line Strategy

- Web site audit (architecture, links, coding, search-ability, copy, analytics history)
- SEO evaluation, search terms, analytics review, keyword recommendations
- Social media analysis focused on audiences, groups, networks, competition
- Strategy and plans for content, navigation, lead engagement and capture, content sharing, search words, copy revisions, content / blog syndication

Initiate Social Media Presence

- Creating Inbound Paths to Your Site
- Company and executive profiles and pages on targeted networks
- Keyword and description refreshes on existing profiles
- Site updates for linking, sharing & SEO
- Integration across sites and locations

5 Reasons Companies Fail at Social Media

- No clear strategy or plan
- Lack of discipline to follow plan
- Not listening to customers and prospects
- Broadcasting vs. Conversation
- Not converting web site visitors

2.0 Elements – Now Is The Time

Gartner says social projects with defined and clear purposes show measurable results and those vendors that move from general social applications to specific purpose applications will enjoy double and even triple-digit growth over the year.

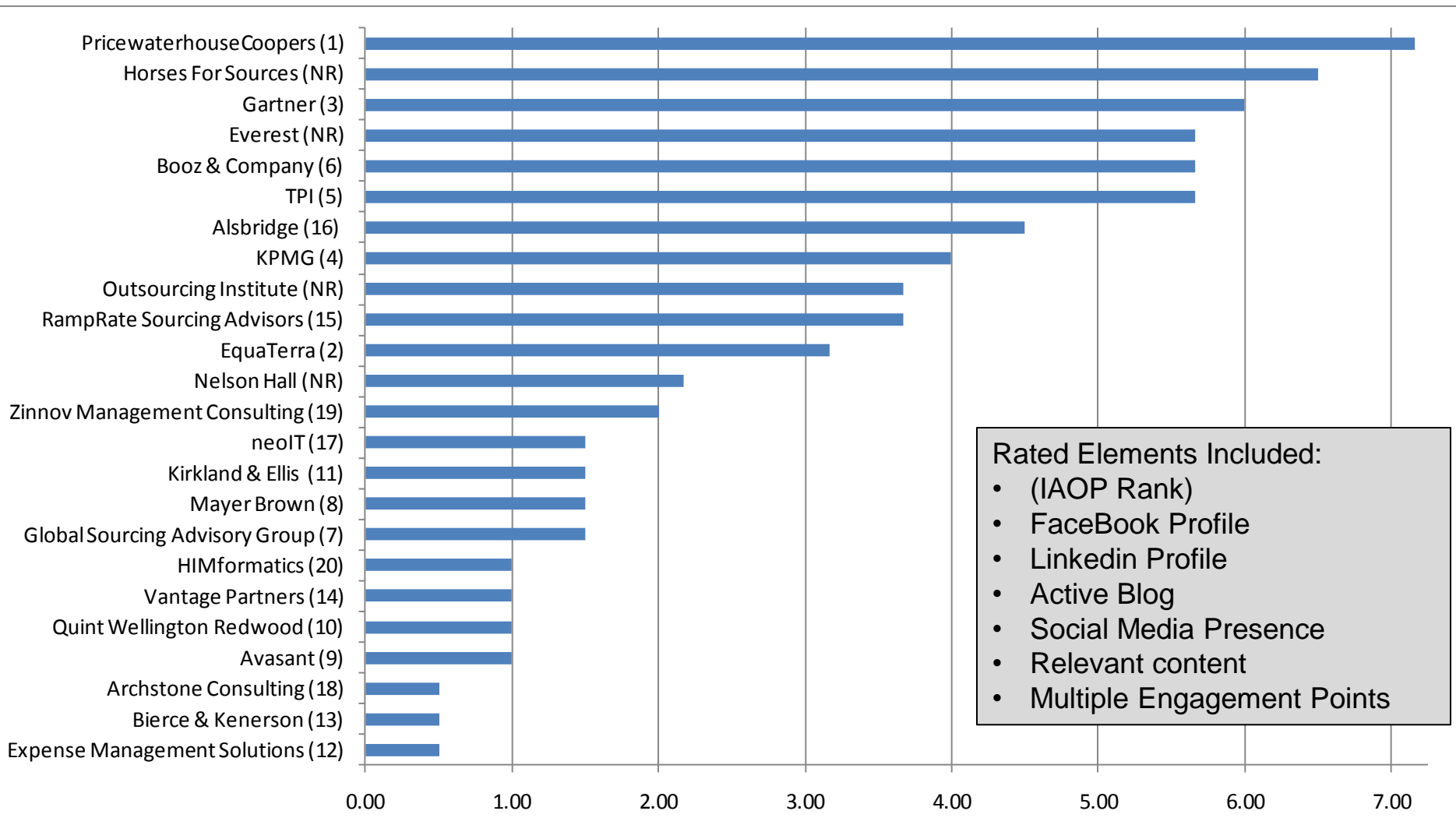
Gartner's Top 5 CRM Predictions For 2010, Social Apps are Key

February 23, 2010



Case Study – On-Line Presence

Outsourcing Advisories – On-Line Presence



Case Study – On-Line Presence

- [PWC on Facebook](#)
- [PWC on Twitter](#)
- [EquaTerra on Facebook](#)
- [Horses for Sources web site](#)
- [Everest on LinkedIn](#)
- [Avasant Blog](#)

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](#)



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Social Media Breakfast

Dallas

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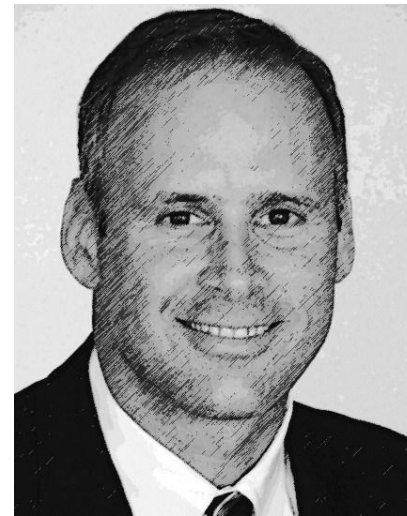


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Thank you!



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