



# Creating Qualified Opportunities

Sales Leader Series – TeleBriefing #2

September 24, 2009

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# Creating Qualified Opportunities – Today’s Panel



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# Sales Leader Series – Fall 2009

<a href="#"><u>Escaping Pipeline Purgatory</u></a> - click to open	Sept, 17 2009
<a href="#"><u>Creating Qualified Opportunities (Not Just Leads)</u></a> - click to register	September 24, 2009
<a href="#"><u>Sales Readiness for 2010</u></a> - click to register	October 1, 2009
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# Is This Your Company?

Marketing focuses only on image and branding

Sales responsible for leads

Leads not recorded / tracked in automated CRM

On-going lead nurturing happens rep-by-rep

Few or random in-bound lead gen initiatives

Lack of coordinated social media strategy

New data comes only from off-the-shelf lists or on-line aggregators

# Today's Sales Reality

## Sales Leaders Must Achieve More With Less Resources



- 97% of CEOs interviewed planned on increasing revenue this year.
- 67% of CEOs plan in increasing revenue while reducing sales headcount.

Source: CSO Insights 2009 Sales Performance Optimization Study

# Why Most Need A New Model

Less than 25% of leads result in an initial discussion.

*CSO Insights*

As little as 5% of new leads are sales-ready.

*American Marketing Association*

Only 16% of "sales-ready opportunities" actually close.

*Aberdeen Group Research*

80% of marketing produced leads are not pursued by sales.

*CSO Insights*

3.9 Million pages.

*Google search on "b to b lead generation services"*

# New Best Practices for Lead Generation

## Marketing

- Lead Generation is a formally assigned and actively managed business process
- Marketing is accountable for finding, creating, developing, **nurturing** and tracking leads
- Multiple out- and in-bound lead channels
- Web site 2.0 enabled / SEO optimized
- Scoring, tracking and metrics-based reviews

## Sales

- Accountable for leads that become qualified
- Transition early stage leads *back* to marketing
- Provide intelligence to marketing
- Accurately maintain CRM tracking data
- Participate with marketing

# Precise Targeting is THE Starting Point

- 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

# Four Imperatives for Improving Lead Generation

## Imperative #1

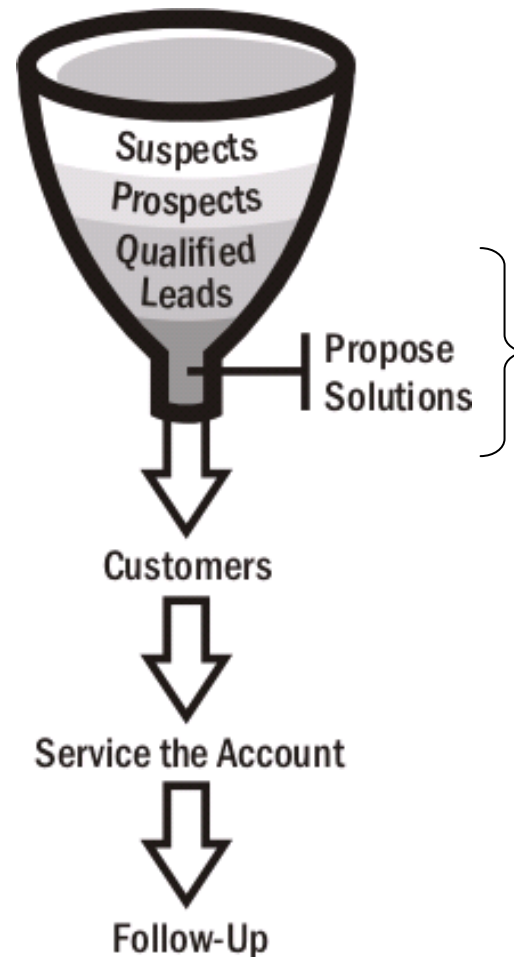
**Think (and Act) Quickly;**  
***aka Process Efficiency***

# Revisit the Basic Sales Process

## Selling Process

### TOP OF THE FUNNEL:

- Identify likely customers
- Develop targeted messaging
- Deliver those messages
- Connect and engage
- Establish needs
- Disqualify/ Weed out**
- Identify qualified prospects



### IN THE FUNNEL:

- Discover
- Diagnose
- Design
- Deliver

# Establish Distinct Lead & Opportunity Tracking

Prospect Stages	
A	Identified – intend to pursue
B	Contacting – attempting to engage
C	Qualifying – introductory dialogue occurring
D	Engaged – actively discussing opportunities
X	Cold – lost traction, attempting to re-engage
Z	Idle – lost traction, not currently pursuing

Transition qualified leads to Sales when they pass 'Engaged' stage by demonstrating Interest, Timetable and Willingness to discuss. Otherwise, continue Nurturing\*.

Opportunity Stages			
	Opportunity Stages	Probability	Activity
1	Opportunity ID'd	10%	Potential opportunity identified
2	Idea Discussed	20%	Client confirms issues, challenges, need...
3	Concept Delivered	30%	Written concept submitted to prospect
4	Solution Meeting Complete	40%	Concept discussed; including how and when to begin
5	Full Solution Delivered	50%	Solution submitted, including outcomes, timeline & pricing
6	Solution Validated	60%	Proposal modified if necessary / Resubmitted
7	Verbal Approval	75%	Client decision maker accepts proposal
8	Terms Negotiation	90%	Contract and SOW in review / negotiation
9	Formal Award	100%	Contract and SOW signed
10	Opportunity Lost	0%	
11	Dead or Delayed	0%	

3forward Opportunity Stage Definitions©

## \*Lead Nurturing

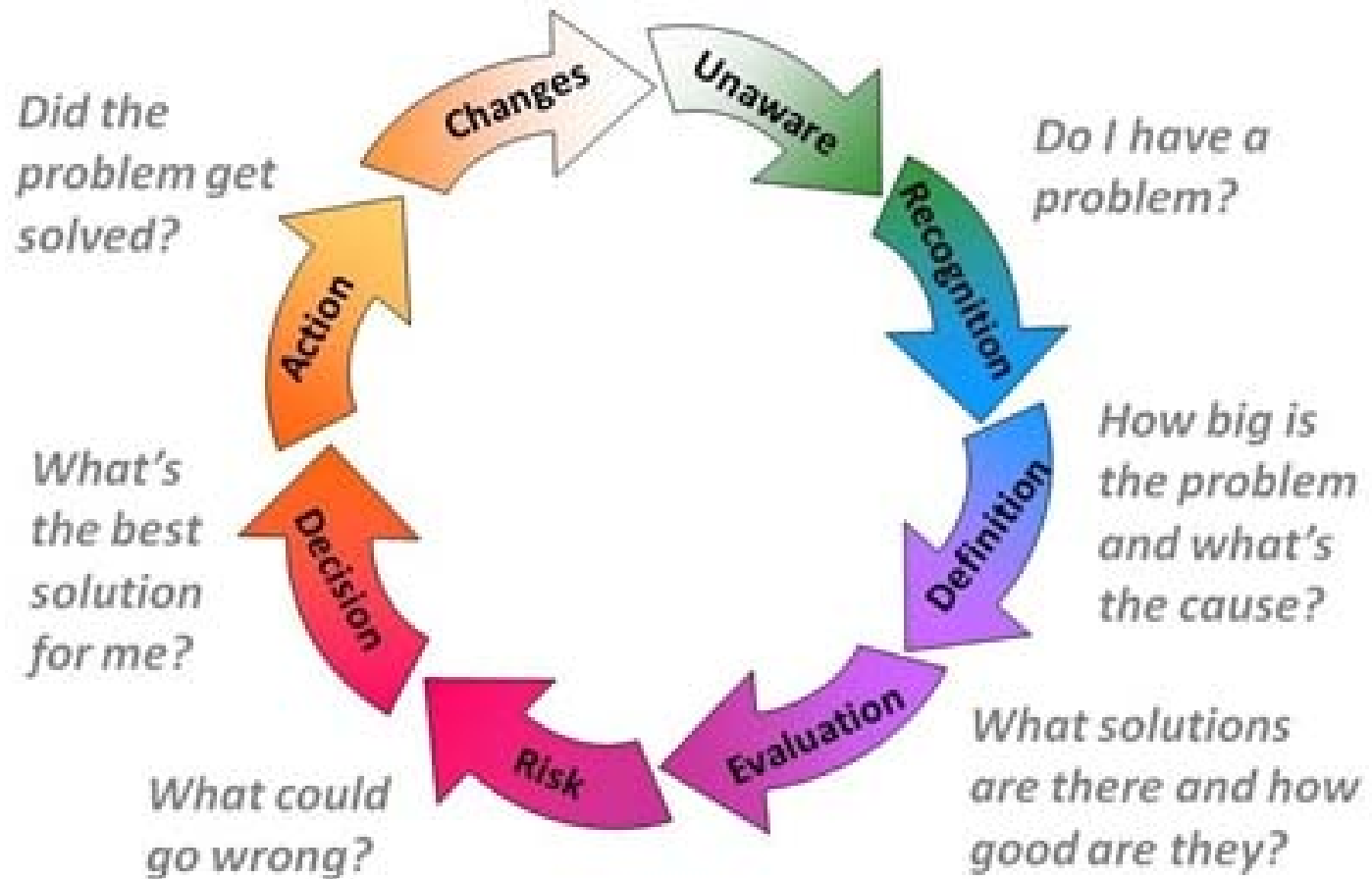
Lead nurturing is a **relevant** and **consistent** dialog with **viable** *potential* customers, **regardless** of their timing to buy.

Brian Carroll, CEO, InTouch and author of *Lead Generation for the Complex Sale* (McGraw Hill, 2006)

# Nurturing With Value Added Content

- **Shared experiences** :: Stories of successful selling experiences, lessons learned in the field, advice on how to avoid landmines or differentiate from competitors.
- **Sales support tools** :: Competitive analysis, objection handling, customer stories and references, discovery questions, call scripts, sample letters.
- **Subject matter experts** :: Product gurus, industry specialists, client service managers who can help prepare the rep for a sales call or support the rep on a call.
- **Coaching and proven strategies** :: Content, messages, and strategies that are proven to work in the current selling situation.
- **Customer-facing materials** :: Not just static collateral, but dynamic deliverables that are personalized for each prospect.

# Time Content To Client Challenges



# Four Imperatives for Improving Lead Generation

## Imperative #2

# Optimize Resources

*Use resources that fits the task and  
maximize ROI*

## IDC defines Sales Enablement as:

“The delivery of the right information to the right person at the right time and in the right place to assist in moving a specific sales opportunity forward.”

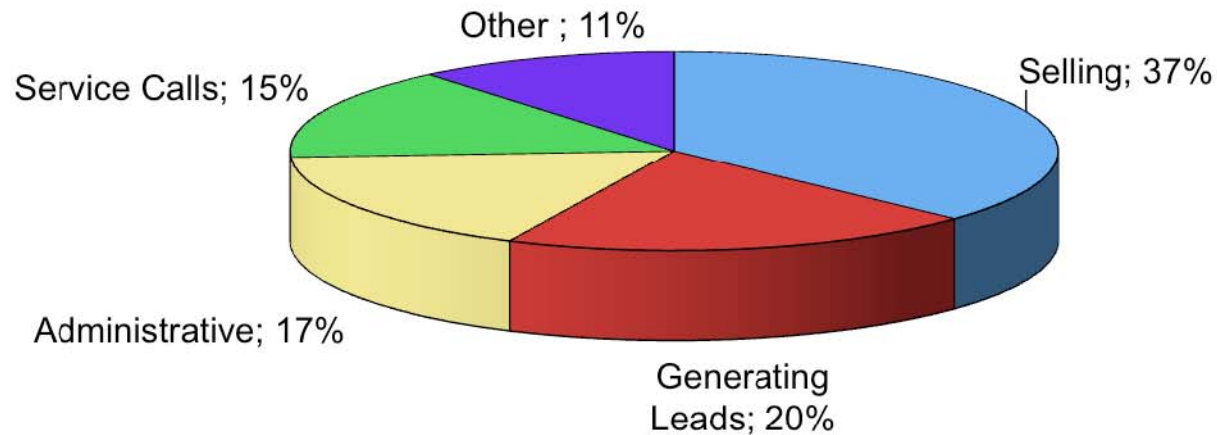
# Recognize the Difficulty In Connecting

- Usually takes 7-12 calls/emails to get one appointment
- 95% of sales people quit after 4<sup>th</sup> attempt
- Last year on average 70 touches to every appointment booked....this year, 90 touches



# Time Not Well Spent

**Almost 2/3 of sales time is spent NOT selling!**



Source: CSO Insights 2009 Sales Performance Optimization Study

# Evaluate Outsourcing the Following

- Market research
- Prospect analytics
- Lead generation
- Nurturing and Content fulfillment and delivery

## **Benefits include:**

- Cost advantages
- Measurable results and KPI metrics
- Scalable resources
- Benchmarking

# Four Imperatives for Improving Lead Generation

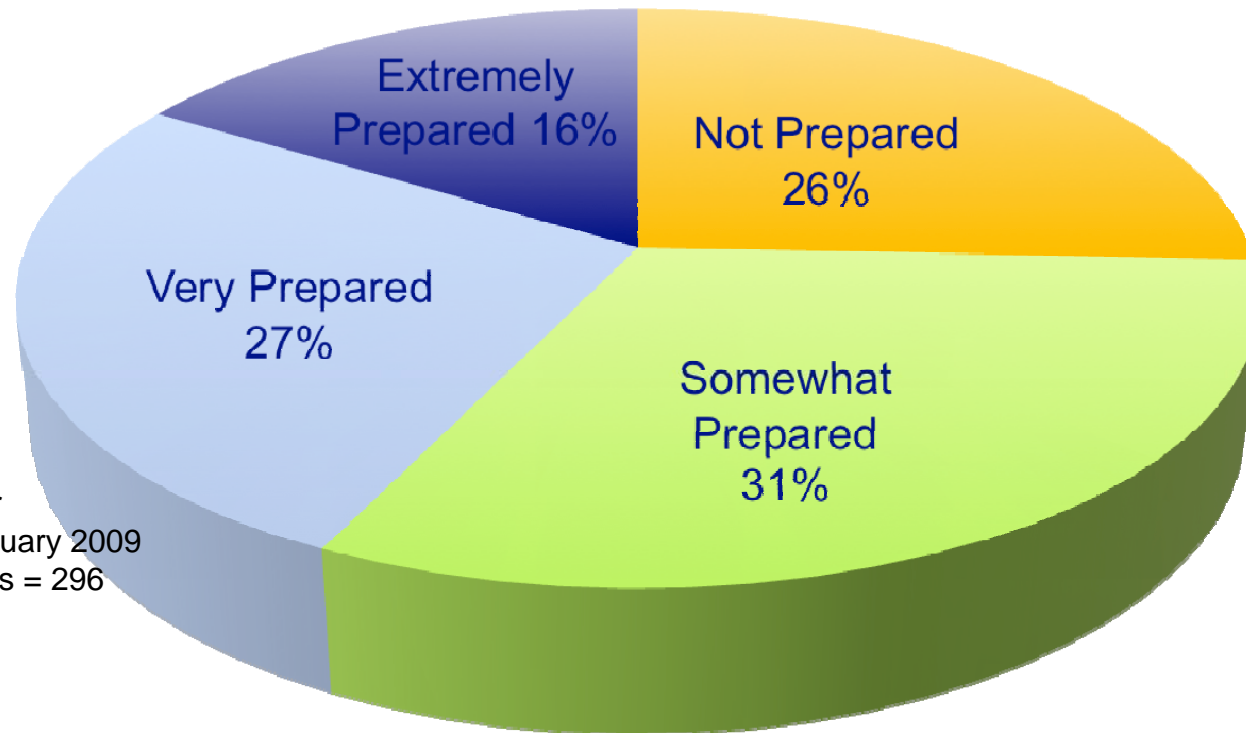
## Imperative #3

# Knowledge is a Differentiator

# Improving Sales Planning

## Voice of the Buyer

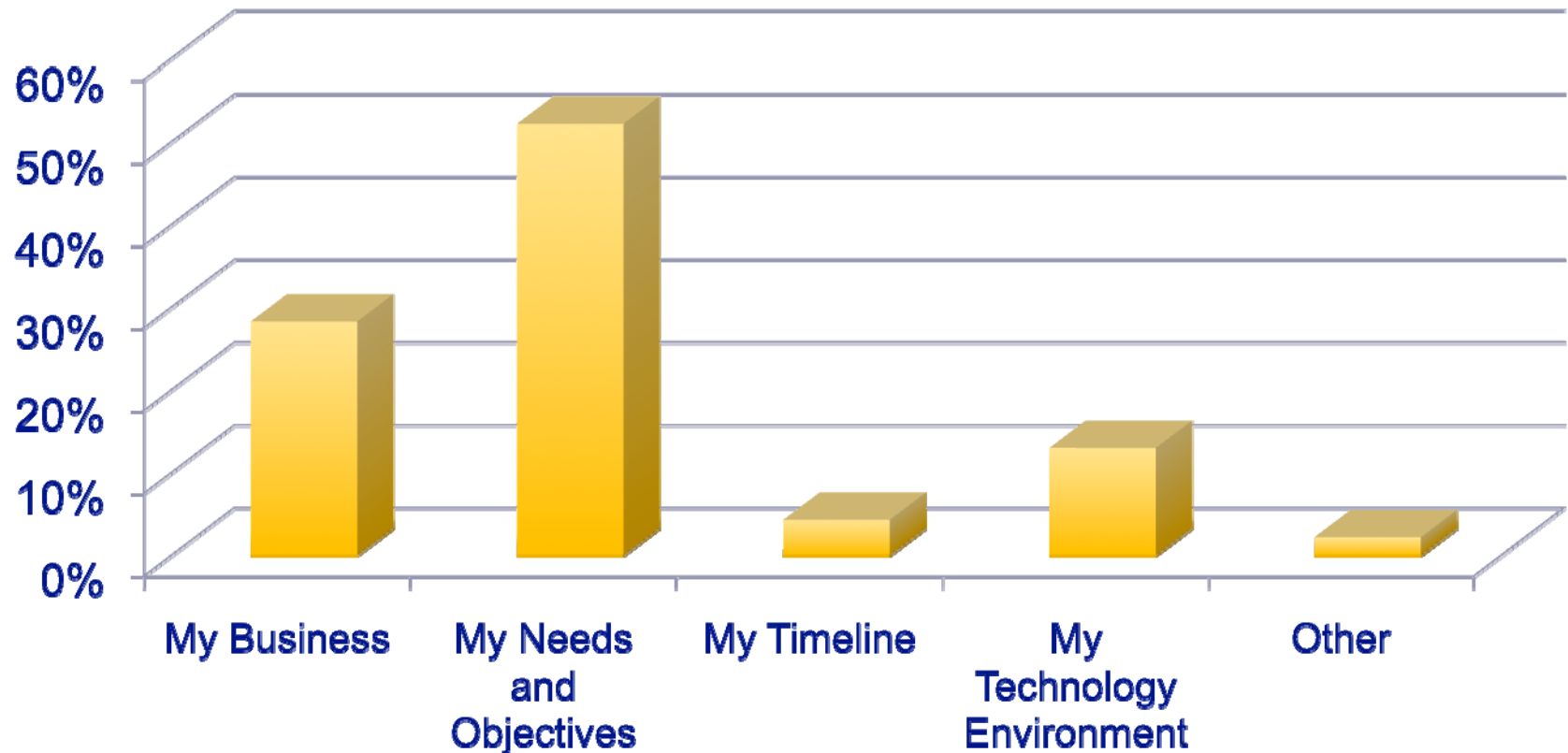
*“Thinking back to your initial meeting, what percent of reps were....”*



Source: IDC Customer Experience Panel, January 2009  
Number of respondents = 296

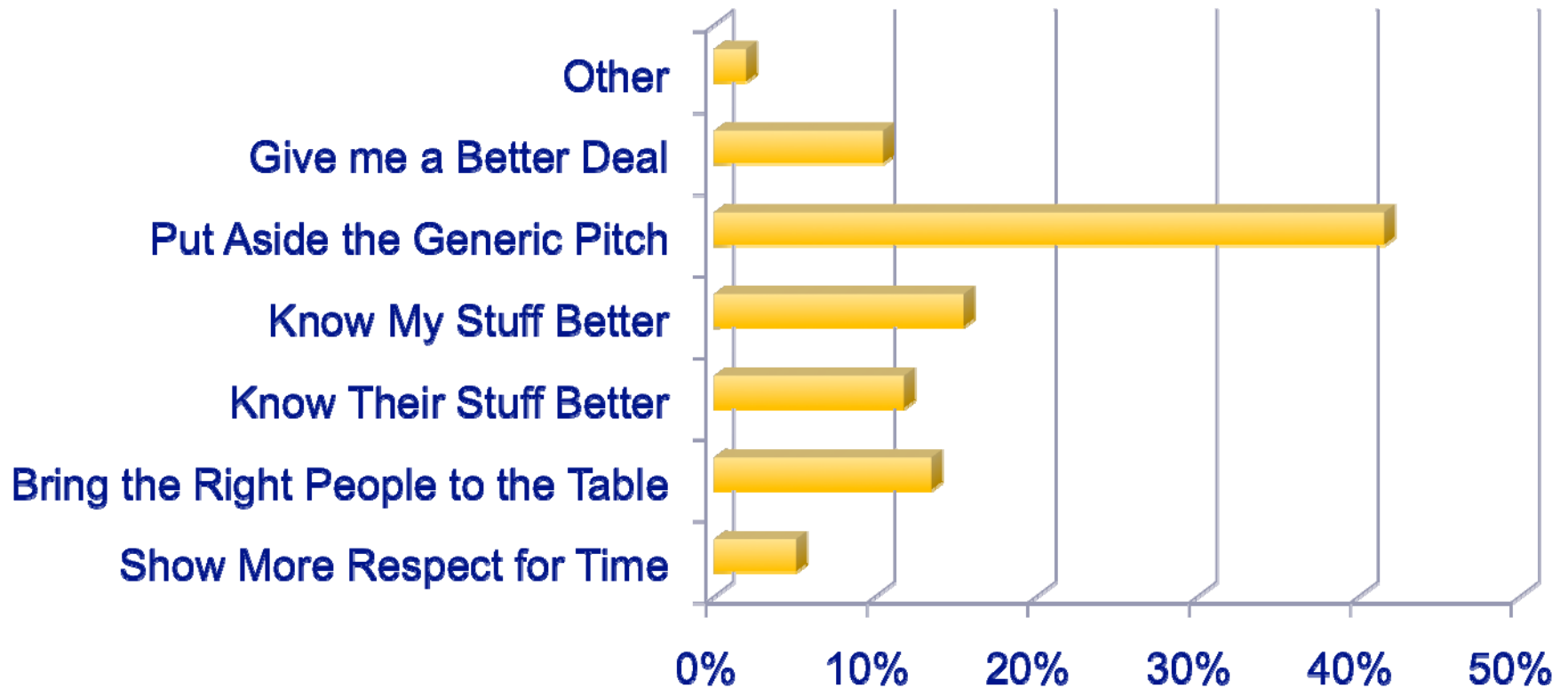
# Apply Prospect Research Early in Sales Process

*“Which one of the following areas do sales reps need to know better about you and your company in order to improve the value of your relationship with the company they represent?”*



# Where Improvements Are Needed Most

*“Which of the following is the #1 thing a rep can do to improve the value of your relationship with the sales team and the company they represent?”*



Source: IDC Customer Experience Panel, January 2009

Number of respondents = 296

# Four Imperatives for Improving Lead Generation

## Imperative #4

# Social Media Participation

# Social Marketing is a Fundamental Shift

New Technology with Huge Impact on Word of Mouth  
Marketing's Ability to:

- INFLUENCE decisions
- Bring ATTENTION to your company / solutions,
- RESPOND proactively to threats
- Recognize and Jump on new opportunities.

It's about Finding your Biggest Fans:

- Turning them into advocates
- Allowing them to find you

More precise than blind advertising

- hoping for a 2% conversion rate



# Key Social Media Players/Platforms

**LinkedIn**  
Stanford, Oxford

**Google**  
Stanford

**Microsoft**  
MIT

**facebook**  
Harvard

**twitter**

**You Tube**

**myspace.com**  
a place for friends

**classmates.com**

**craigslist**

**match.com**

**WordPress**

**academy**  
U.K.

**brijj.com**  
Brijing People  
India

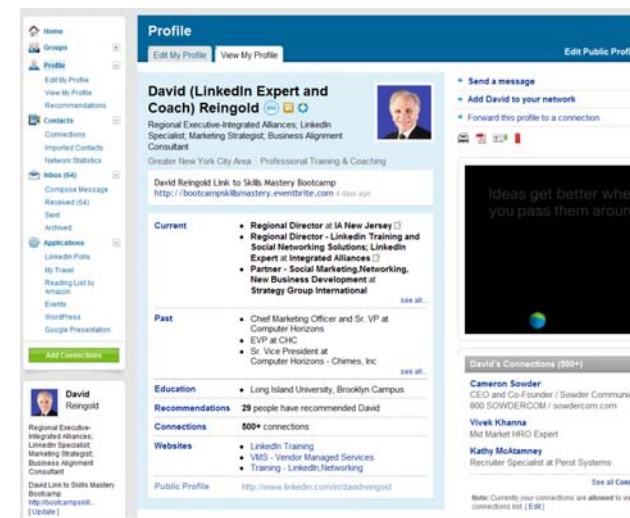
**XING**  
Germany

**hi5**  
Far East

# The Social Network Profile

## Your On-line Brand

- Your **Identity** on LinkedIn
- Biography, Brochure or Ad about YOU and your organization
- Aligns and complements the official company story
- Microsoft Word
  - Create/Store Master Text
  - Spell Check!
- **MARKETING-ORIENTED**, Focused on **KEYWORDS** that attract others



# Before you call - (Re)search



## Before contacting anyone

- Investigate, analyze, research and profile
- Look up contacts up by their **INDIVIDUAL NAME**
  - What do you have in common?
- Look up their **COMPANY NAME**
  - Who else is listed?
  - How are they connected?

# Social Networking Lead Gen Best Practices

## Sales Leaders

- Hunting – new customers
- Named/Targeted Accounts – finite list
- Farming - more business from existing customers
- Channel Partners – 3<sup>rd</sup> party sales force
- Territories – new geographies
- Vertical Markets – local, national, global

## Marketing Leaders

- Branding circa 2009
- Create relationships
- Drive web site traffic, inbound leads
- Discover your “baseline”
- Get the right people on the right platforms
- Be consistent across profiles
  - Company vs. Individual information
  - Standardize profile text

# Four Imperatives for Improving Lead Generation

## Summary

# Take Aways and Best Practices

# Sales Readiness Checklist: Lead Generation

- ✓ Marketing and Sales alignment and mutual goals on lead definitions, development, qualification and conversion
- ✓ Research-based assessments of markets and segments
- ✓ Descriptive prospect profiles and analysis
- ✓ Specific and tailored target lists
- ✓ Differentiated value proposition, customized by segment
- ✓ Out-bound and in-bound lead paths (*Social Media is the catalyst here!*)
- ✓ On-going / real-time prospect and target intelligence
- ✓ Defined and structured process to manage the creation, development, nurturing, scoring and tracking of leads
- ✓ Clear delineation on when to transition leads to sales
- ✓ Technology to enable and accelerate tracking, automate nurturing and measure effectiveness
- ✓ People engaging prospects to qualify and support through the selling process
- ✓ Reporting and analysis of all program elements / continuous improvement loop

# Guest Panelist Company Profiles



[Signature Marketing Services](#) helps companies reach high-potential prospects, nurture leads and build customer relationships. By handling the “top of the funnel” lead generation and C-level appointment setting activity for clients such as GE, Ingersoll Rand and Kodak, sales teams are able to spend more selling time with qualified prospects who have the highest propensity to buy.



[Strategy Group International](#) – [Integrated Alliances](#) (IA) is the industry’s most experienced and most effective LinkedIn training and Social Media strategy company. SGI - IA has a national Social Media business practice with locations and certified trainers and experienced consultants from coast-to-coast. We enable companies and business professionals to integrate a Social Media strategy into their marketing, selling, staffing, outsourcing and business development efforts.

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

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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.

*If you need:*

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

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**

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.



## **Sales Leaders Need Three Things.**

**1. More Qualified Leads**

**2. Increased Win Rates**

**3. Faster Sales Cycles**

That is what 3forward delivers. Our offerings are the Playbook for successful sales leaders.

**Sales Readiness, Lead Creation and Nurturing, Market Entry and Growth Plans, Anchor Client Strategies, Sales 2.0**

**[View our Overview on Slideshare](#)**

# Resources



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[OI](#)

[3forward](#)



[The OI Roadshow](#)



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