Finding, Creating and Managing Leads

Sales Readiness Series #2

January 21, 2010

3FORWARD

Sales Readiness Series 2010

[2010 Sales Revenue Planning](#)	[Download](#)
[Finding, Creating and Managing Leads](#)	[Download](#)
[Enabling Sales Effectiveness Through Actionable Insight](#)	January 27, 2010
Old School / New Tools	March 4, 2010
Opening New Markets	April 6, 2010

Sales Readiness Series: Hosts

Dan Hudson
President, Co-Founder
3forward

Matt Smith
EVP, Co-Founder
3forward

Guest Expert

3FORWARD

Lisa Cramer **Linked in.**
President, LeadLife
Lisa.Cramer@leadlife.com

LeadLife
SOLUTIONS™

Sales Leader Goals

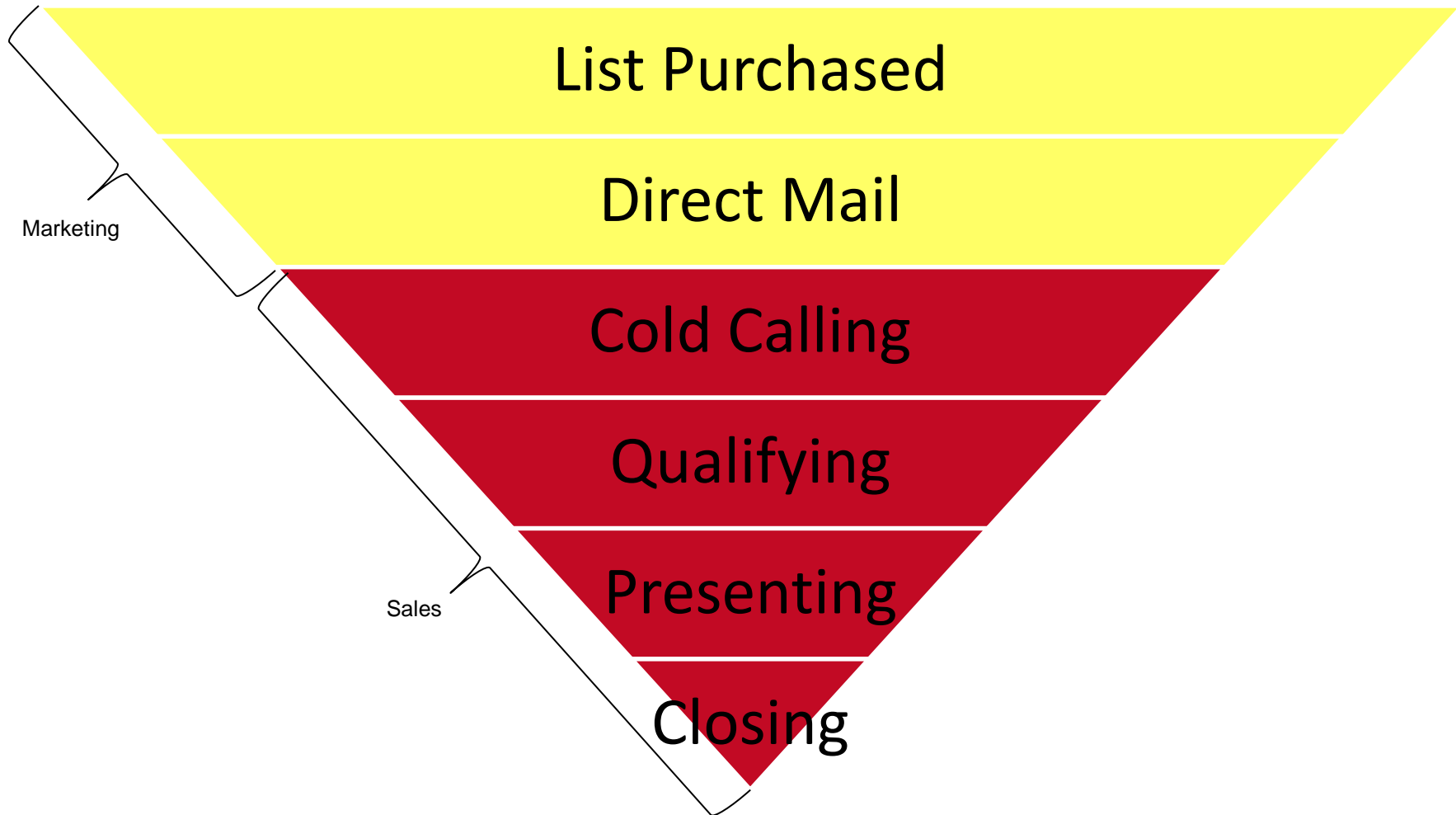Increasing wins from targeted new logo prospects

Top of mind with prospects in 'buying mode'

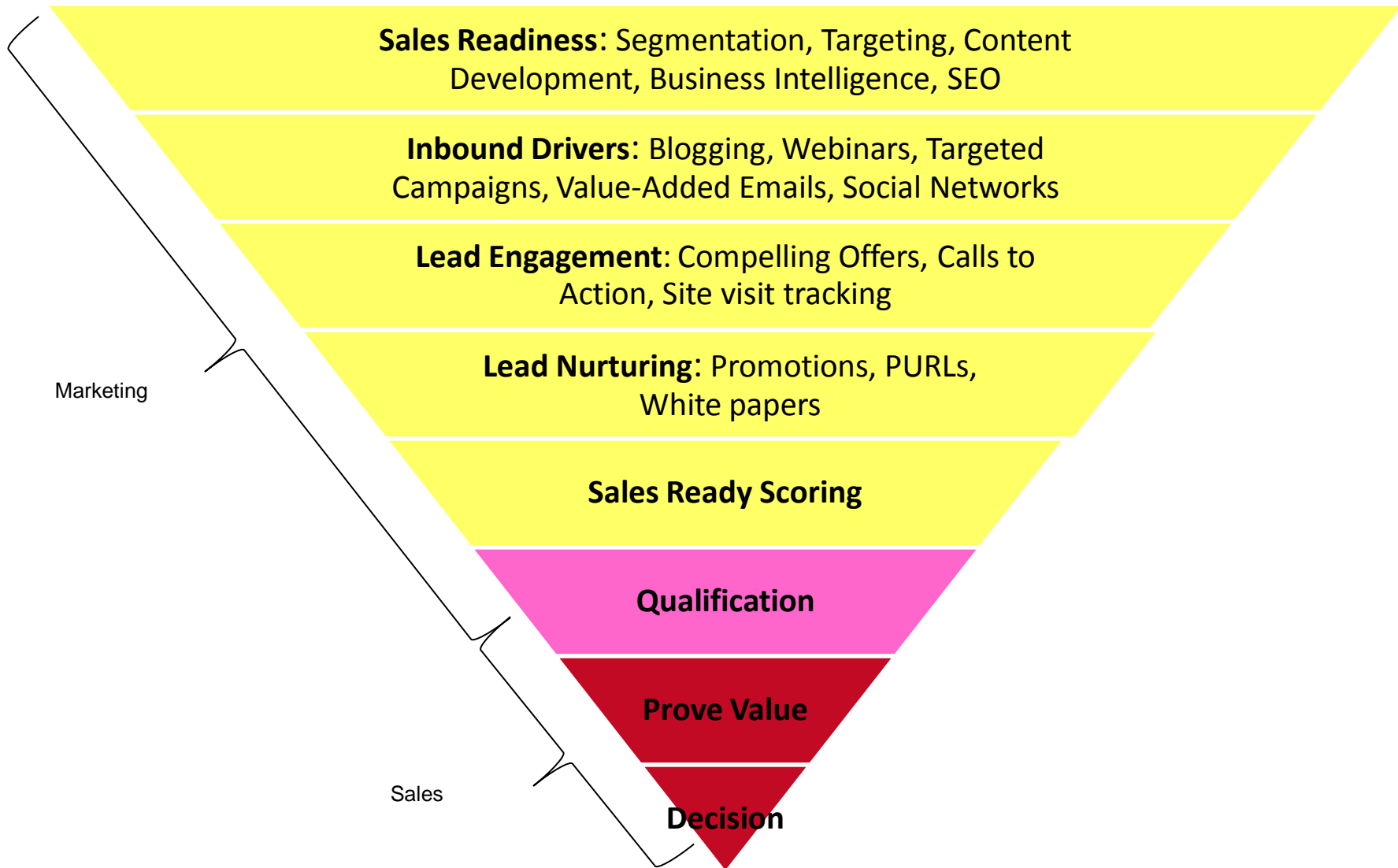Accelerating in-bound lead generation

Consistent, sustained lead cultivation

Increasing sales efficiency and reducing cost/lead

Traditional Lead Generation

List Purchased

Direct Mail

Marketing

Cold Calling

Qualifying

Presenting

Sales

Closing

Lead Generation's New Model

Sales Readiness: Segmentation, Targeting, Content Development, Business Intelligence, SEO

Inbound Drivers: Blogging, Webinars, Targeted Campaigns, Value-Added Emails, Social Networks

Lead Engagement: Compelling Offers, Calls to Action, Site visit tracking

Lead Nurturing: Promotions, PURLs, White papers

Sales Ready Scoring

Qualification

Prove Value

Decision

Marketing

Sales

2.0 Lead Gen Benefits

Increases top of the funnel lead flow and quality

Focuses Account Execs on sales ready targets

Continuous nurturing of all targets and prospects

Increase productivity, optimizes costs, fast ROI

Integration of best practice tools and processes

What is Lead Management?

> Lead management software allows marketers to automatically track, score, prioritize and nurture leads.

> You won't find a lead management system in your current CRM system.
> - This software integrates into your existing CRM system.

> Why is a lead management system important?
> - Because the Internet has changed the buy and sell cycle

Email, Adwords, Banners, Webinars, Offline Events

Inquires/Suspects

Conversions

Sales Ready Leads

Qualified Opportunities

Closed Sales

Sales

Marketing

Nurture

Nurture

Sales

LeadLife SOLUTIONS™

"An estimated 70-90% of leads generated by marketing are never followed-up by sales."

- Marketing Sherpa

"If only 2% to 10% of leads are converting to closed sales, that means 90 to 98% of the leads are leaking out of the funnel offering plenty room for performance improvements."

- Jim Lenskold, Lenskold Group

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

› Everyday you wait it's costing you…

- Marketing Cost
- Sales Cost
- Lost Revenue Opportunity

› Scenario:

- Let's say cost per "lead" (i.e., someone who registered to get something – whitepaper, etc.) is $45 and the company generated 100 leads in this campaign.

- If nothing is done with the leads generated:

		Monthly	Yearly
Cost per Lead	$45.00		
Total Number of Leads		100	1,200
Aggregate Cost		$4,500	$54,000
Leads Picked Up by Sales	20%	20	240
Leads Left by Sales	80%	80	960
Aggregate Cost of Worked Leads		$900	$10,800
Aggregate Cost of Leads Not Worked		**$3,600**	**$43,200**

Bottom Line: Marketing is wasting **$43,200** of their marketing budget annually and **$3,600** monthly due to lack of sales follow up based on the scenario above.

Sales Costs

2 Part Cost:

1) Calling Leads That Won't Buy:
 - **73% of leads are wasted due to no opportunity for a discussion**

Total amount wasted = $30,125

2) Sourcing Leads:
 - **1.5 hours per 8-hour day equals almost 20% of each sales rep's day**

Total amount wasted = $20,000/year

Totals:
Calling Leads That Won't Buy: $30,125
Cost of Sourcing Own Leads: $20,000

Total amount wasted: $50,125/ per sales rep

Assumption - Sales Reps Annual Salary: $100,000

Bottom Line:
Companies are wasting **$50,125** per year/ per rep.

Source: Sales Performance Optimization
2009 Survey Results & Analysis

› ## Industry Statics:

- Percentage of leads that become qualified is **15%.**

- 20 leads worked, 15% become qualified leads = 3

- Of the qualified leads, 80% become forecastable opportunities.

- 3 qualified leads, 80% opportunities = 2.4 opportunities

- Then 20% of forecastable opportunities close.

- 20% of 2.4 opportunities = .48 sales close

- Assume $20,000 per sale = $9,600 in sales closed

LeadLife SOLUTIONS™

› What LeadLife Customers Have Found:

- Percentage of leads that become qualified is **78%.**

- 20 leads worked, 78% become qualified leads = 15.6

- Of the qualified leads, 80% become forecastable opportunities.

- 15.6 qualified leads, 80% opportunities = 12.48 opportunities

- Then 20% of the forecastable opportunities close.

- 20% of 12.48 opportunities = 2.496 sales close

- Assume $20,000 per sale = $49,920 in sales closed

<u>Bottom Line</u>: Companies are missing out on **$40,320** in revenue due to not having a lead management system.

LeadLife SOLUTIONS™

› Is this truly the best use of your sales and marketing resources?

› The numbers are astounding…

Marketing Cost
- Leads not followed up on = $43,200

Sales Cost
- Time spent generating and contacting unqualified leads = $50,125

Lost Revenue
- By not implementing a lead management system = $40,320

Bottom Line: Companies are losing **$133,645** per sales rep annually by not revising their lead management process.

Food for Thought: What if you have 10 sales reps? You are losing $1,336,450 annually.

LeadLife SOLUTIONS™

Receive our nurturing whitepaper just for attending today's webcast!

Whitepaper: The Cost of Not Nurturing Leads

Learn how you can change your sales and marketing process to improve efficiencies and stop the leakage by lead nurturing!
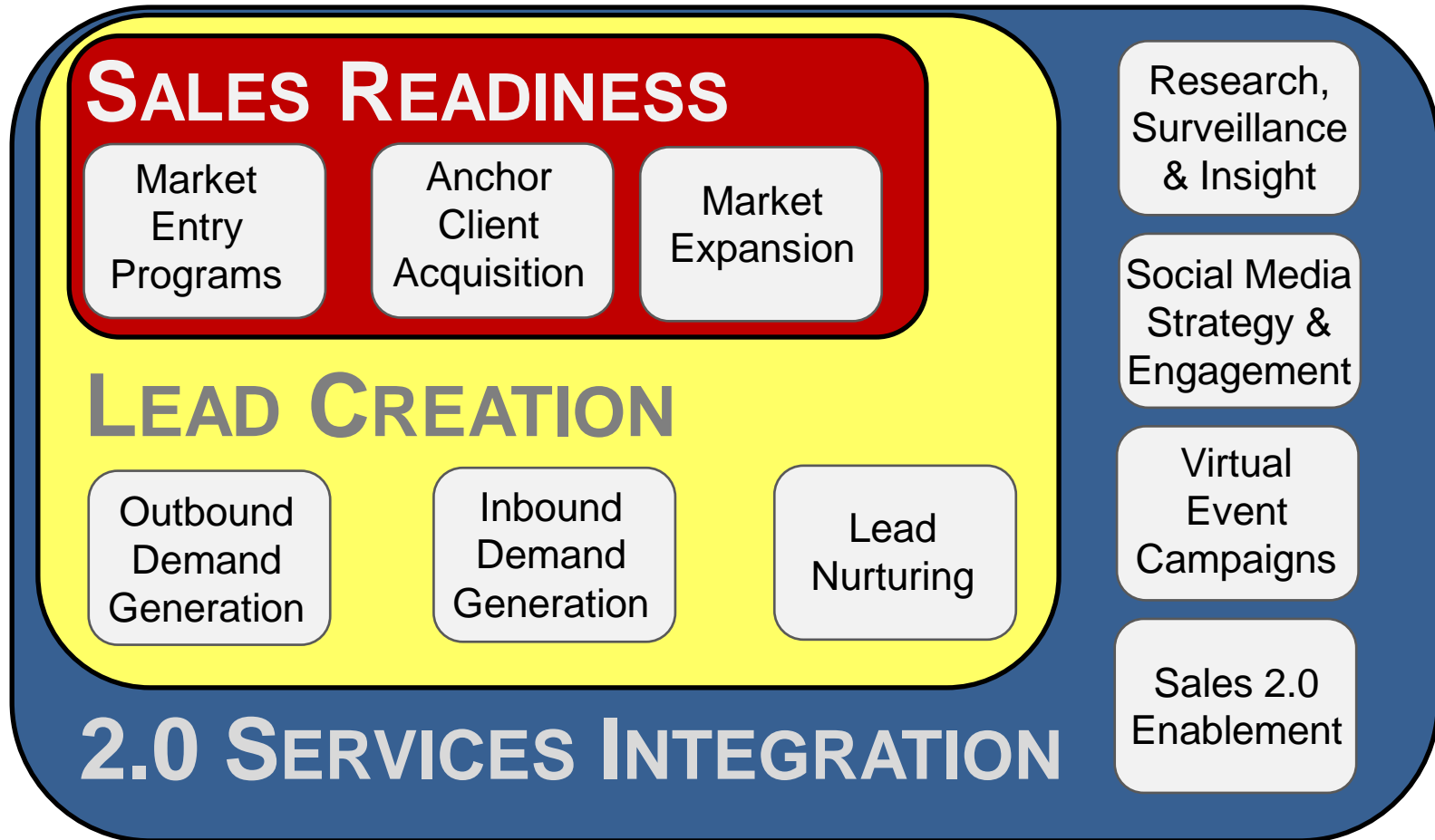
LeadLife SOLUTIONS™

By implementing a lead scoring and nurturing process 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**

✓ Increase in quality of leads going to sales

3FORWARD

3forward's Sales Transformation Model™

SALES READINESS

Market Entry Programs

Anchor Client Acquisition

Market Expansion

LEAD CREATION

Outbound Demand Generation

Inbound Demand Generation

Lead Nurturing

2.0 SERVICES INTEGRATION

Research, Surveillance & Insight

Social Media Strategy & Engagement

Virtual Event Campaigns

Sales 2.0 Enablement

Takeaways

- Know your markets, targets and messages

- Set your sales and engagement strategy

- Establish Sales **and** Marketing lead goals and metrics

- Map content and drip marketing campaigns to buying process

- Implement lead lifecycle automation

- Optimize your website for visitor authentication and 2.0 best practices such as social network sharing

- Maximize your other inbound activities – events, webcasts, social media and networks, press releases, SEO

- Continuously review your metrics: measure, score, modify

Resources and Information

Lead Generation's New Model

- CEO's, Change Your Company's Sales Model Now (blog post)
- Marketing, Meet Sales (blog post)
- Successful Sales Pipeline Habits (blog post)
- Sales 2.0 (White Paper by Gerhard Gschwandtner)

How To Design and Implement

- 3forward's Sales Readiness Checklist (blog post)
- Creating Qualified Opportunities (webinar replay and slides)
- Designing Nurturing Programs That Drive Sales – (White Paper by Ardath Albee)
- Sales Intelligence and Insights – New Webinar, Jan 27

Industry Expertise

- Marketing Sherpa
- Inbound Marketing University
- CSO Insights

3forward's Old School / New Tools directory

- 9 categories of sales and marketing best practices and dozens of downloads

LeadLife SOLUTIONS™

www.leadlife.com

Resource Library

www.leadlife.com/resourcelibrary.aspx

Articles

www.leadlife.com/news.aspx

Best Practices

www.leadlife.com/ leadgenerationemail.aspx

Product Demo

www.leadlife.com/demos.aspx

3forward Resources

Join Our Group — Sales Readiness Linked in	**Sales Readiness**
facebook	**3forward Become a Fan**
(Twitter)	**3forward** **Dan 3forward** **Mattat3forward**
3FORWARD blog	**Sales Leaders Blog**
Sales Leader Resources	**New Tools Directory**

Sales Readiness Series 2010

[2010 Sales Revenue Planning](#)	[Download](#)
[Finding, Creating and Managing Leads](#)	[Download](#)
[Enabling Sales Effectiveness Through Actionable Insight](#)	January 27, 2010
Old School / New Tools	March 4, 2010
Opening New Markets	April 6, 2010

Questions?

Thank You For Joining

Finding, Creating and Managing Leads

3forward.com

leadlifesolutions.com