

Selling Lead Gen Internally

Workshop #1

Lead Generation Quick Start Series



Lead Generation Quick Start Series



#1 Selling Lead Gen Internally

Featuring: Mike Gospe
Author/Principal of KickStart
Alliance



Moderator:
Andrew Gaffney
Editor of DemandGen Report

L
e
a
d
G
e
n



Welcome Webinar Attendees

Your GoToWebinar Attendee Viewer is made of 2 parts:

1. Viewer Window

2. Control Panel

The screenshot shows the GoToWebinar Attendee Viewer interface. The main window displays the GoToMeeting Corporate logo and the text "Now with GoToWebinar™ Webinars and Online Meetings Made Easy". Below this, it says "Call (800) 372 6207 for a free trial". To the right, the control panel shows "My Details" with the user "Eric Choi (Me)", "Webinar Info" with a registration link, Webinar ID 317-446-243, and dial-in number (605) 772-3434, and a "Question and Answer" section with a "Welcome to the GoToWebinar Sneak Peek" message and a text input field for questions.

LeadGen



About DemandGen Report

- Launched in 2007 to track best practices in lead generation
- Newsletter has grown to more than **25,000** readers
- We also offer a menu of research and best practices reports
- New audio/video podcasts at DemandGenReport.com



LeadGen



Fast Facts: *Keeping Pace*

- Buying behavior is changing, more than 80% of buyers said they contacted the solution provider; **less than 10%** were contacted via cold call
- 75% of leads expected to **come via web** by 2015



Fast Facts: *Common Problems*

- Generating more leads ranked as top priority among B2B marketers
- Less than 25% of marketers say they are generating enough leads
- 10%+ increases



Fast Facts: *Lead Gen = ROI*

- 10%+ revenue increases within 6-9 months for companies that automate their processes
- Return on Marketing Investment **67% higher** for companies with “best in class” lead management vs. average

L
e
a
d
G
e
n



Selling Lead Gen Internally

How to build credibility for the marketing department and yourself

3 root causes that kill lead gen success

1. Terminology confusion:
What do marketers really mean?
2. Lack of sales & marketing alignment:
Alignment requires common goals
3. Yelling at prospects:
Nurturing a dialog begins by becoming relevant

Terminology confusion: “Inquiries” vs. “Leads”

Inquiries

Marketing
Qualified
Leads (MQL)

Sales
Accepted
Leads (SAL)

Sales Qualified
Leads (SQL)

Closed/Deals

Suspects

Sales-ready lead

Inquiry

Names

Qualified inquiry

Visitor

Prospects

Lists

Lead

Raw inquiry

Contacts

Opportunity

Terminology Confusion: “Google Adwords” is not a “Campaign”



CAMPAIGN

The combination of programs that support an overarching campaign objective (*e.g. market-share growth, market introduction*).



Programs

A collection of activities and offers grouped together to achieve a specific marketing objective (*e.g. awareness, competitive replacement, or nurturing programs*).



activities

The specific mechanism used to deliver the offer (*e.g. webcast*).



offers

The deliverable the target audience receives (*e.g. white paper*).

Sales & Marketing Alignment starts with ...

- A common definition of a “qualified” or “sales ready” lead
- Shared goals and expectations about objectives, conversion rates, & touch points
- Cross-functional collaboration and partnership



There are no bozos across the aisle!

Brian Gentile, CEO of Jaspersoft

Control is an illusion!

From “Caveat Emptor”



to “Cave emptorum”



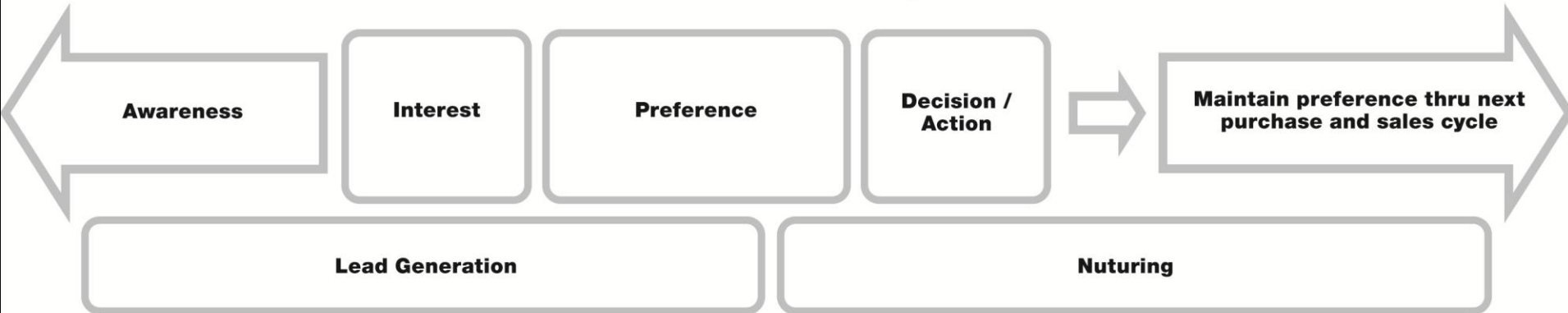
- The Marketing Department is **no longer in control** of driving the lead funnel; buyers are
- People are finding out about your company **before** they are even on your radar

Upshot: we must become “findable” in a marketing landscape we no longer control.

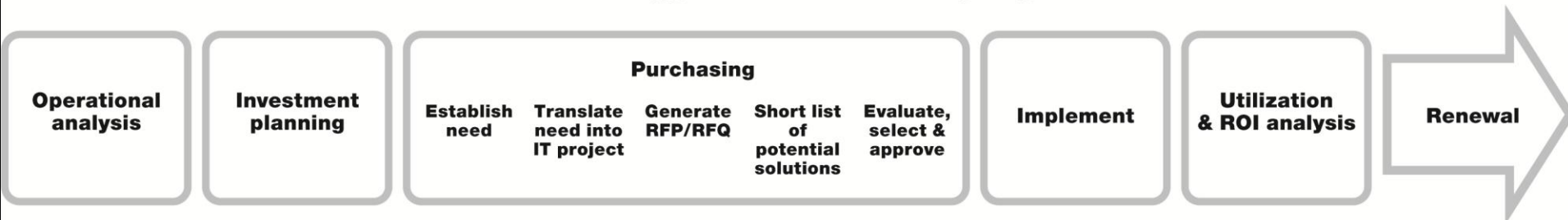
Map relevant content to the buying process

Captured – Stored – Forwarded – Repurposed

Communications Objectives



B2B Technology Customer Buying Process



Content = information and experiences that provides value for an end-user/audience in specific contexts

3 Critical Success Factors will drive lead gen success

1. Terminology clarity:

Clear and precise language, used consistently

2. True sales & marketing alignment:

Joint marketing / sales plans, socialized and broadly communicated before lead gen campaigns begin

3. Become a “customer advocate”:

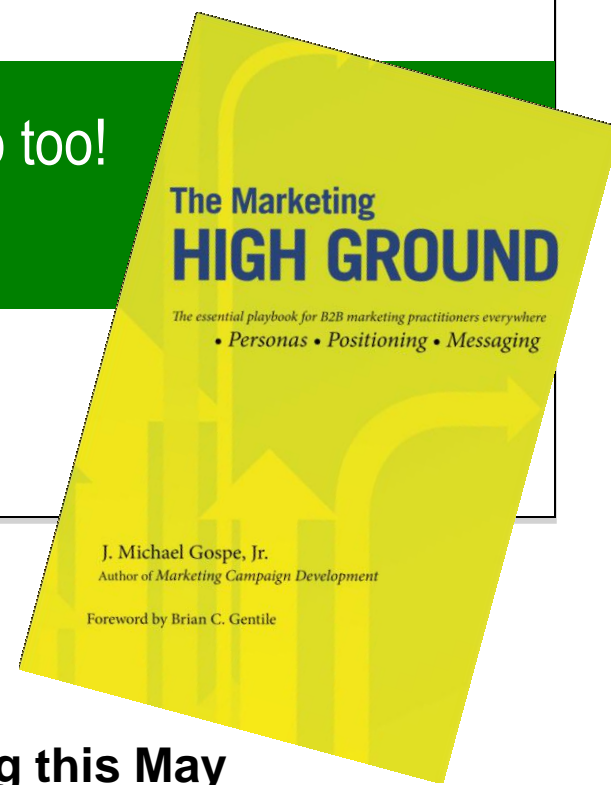
Only by empathizing with customers can we hope to become relevant to them during their buying process

For more information . . .

Technology marketing best practices

<http://marketinghighground.wordpress.com>

Sales has their playbook. Now B2B marketers do too!
Personas. Positioning. Messaging. And more!



Mike Gospe

KickStart Alliance

mikeg@kickstartall.com

www.kickstartall.com

Coming this May
Amazon.com

Questions

1. Viewer Window

2. Control Panel

The screenshot displays the GoToWebinar Viewer interface. The main content area (Viewer Window) features the GoToMeeting Corporate logo, the text "Now with GoToWebinar™ Webinars and Online Meetings Made Easy", and a call to action: "Call (800) 372 6207 for a free trial". The control panel (Control Panel) is located on the right side and includes a menu bar (File, View, Tools, Help), a "My Details" section with the user name "Eric Choi (Me)", a "Webinar Info" section with the title "GoToWebinar Sneak Peek", a registration link, Webinar ID# 317-446-243, and dial-in information (Dial (605) 772-3434, attendee access code 158-152-038). Below this is a "Question and Answer" section with a "Question and Answer Log" showing a message: "Welcome to the GoToWebinar Sneak Peek, please dial into the conference call now." At the bottom of the control panel is a "Question and Answer" input field with the prompt "Enter a question for the staff:" and a "Send" button.

LeadGen



Thank you for attending!

Next in the series:

#2 Lead Generation A to Z | April 26

Featuring: Ian Michiels, Principal Analyst at Gleanster Research

Spread the word with Colleagues Registered?

-> bit.ly/LeadGen-QuickStart <-

L
e
a
d
G
e
n

