

Sell Smarter and Sell Faster



12 Best Practices and Tactics You Can Start to Implement Today to Increase Your Revenue and Pipe Velocity



Table of Contents

INTRODUCTION

Demand Generation 2.0 and the New Economy	3
---	---

12 TIPS AND BEST PRACTICES

Don't Wait to Follow Up on Inbound Leads	5
Integrating Content is Critical to Your Sales Process Success	6
Create a Call Plan, Measure and Hold Sales Accountable	9
Have a Sales Content Plan, Create Context and Measure the Results	10
Your Pitch and Content is About Your Buyer...it's Not About You!	12
Lead with More than A Demo as Your Initial Inbound Offer	14
Commit to Educating the "Not Ready to Buy"	16
Don't Forget About Your Existing Customers	18
Know Where You Want to Win and Create an Ideal Customer Profile	20
Cold Calling is Not Dead...You Just Need To Be Much Smarter	21
Give Sales and Marketing a Shared "Sales Quota" with a Simple Scorecard	21
Identify ROI inflection point for Marketing Automation	23

CONCLUSION

Final Thoughts	25
Additional Resources	25

Demand Generation 2.0 and the Rules of the New Economy

The global recession has been a total game changer in today's business environment. As companies have downsized management to cut costs there are less decision makers to sell to. These decision makers are more stretched for time and have less time to spend in scheduled sales calls. Discretionary and experimental budgets have been reduced or are gone completely. Small spends are treated like big spends. The days are gone when a Manager or Director has budget authority beyond 10K-25K. This means you now need to sell to both the business buyer and the technical buyer. Simultaneously digital content, marketing automation software and social media have changed the way buyers now buy and blurred the lines between sales and marketing functions. The sales and buying landscape has changed.

- Selling to multiple buyers requires 2X the sales headcount if you are not supporting their efforts with digital content.
- Online lead gen costs have plummeted over the past 4 years which means your senior reps could be spending more time with 'Non-Sales Ready' leads.
- You can't afford not to follow up with those leads because 2X the inbound lead volume to you means that those same leads are probably also going to your competitors.
- The average buyer is now more risk adverse and now consumes 11 pieces of your sales content prior to making their decision (Forrester Research).
- To complicate issues when creating content -awareness, consideration, and preference mean different things to the technical buyer and the economic buyer so you need to cover both bases to get your deals closed.
- Buyers are looking to social media and digital for both education and third party verification. Every buyer has their personal preference for how they want that content delivered.

- Marketing Automation Software and Sales Force Automation Software can be integrated to allow your competitors (especially the Fortune 2000) to outgun you with sales and marketing alignment.

Bottom line is that selling “old school” now cost 2X what it did 3 years ago to produce the same results. That is not how you will win in the new business environment. The role of the sales rep and marketing function had to change. It’s no longer marketing’s job to build brand and simply put leads in the pipe. No longer is aggressive cold calling the only tactic you can use. And gone are the days when a sales rep schedules a meeting, shares a little information, schedules another meeting and shares a little more information and then wins the business. Instead, the effective sales person must earn the trust of potential clients by engaging with them directly and leveraging all the tools that online digital selling provides.

We realize that all these moving parts, multiple tactics and new strategies can seem overwhelming. We realize that change is tough. However with radical change come radical opportunities.

Gabriel Sales specializes in building High Velocity Sales Machines and has three solutions designed to make your shift tackling the new paradigm fast and seamless. A quick sales process consulting engagement can help you to turn around underperforming sales. Gabriel Sales Ramp™ allows you to deploy an outbound sales force skilled and trained in the new rules of sales engagement in weeks not months. Gabriel Sales Digital Ramp™ provides the content marketing, Pay per Click and SEO tools your marketing operations needs to set the foundation and gain ground cover quickly for specific product and solution sales. This white paper shares insight into what Gabriel Sales has done to adapt to this shifting buyer landscape as we framed these solutions. It provides a detailed overview of some of the best practices, tools and tactics we have implemented and what to avoid to scale, compete and win more cost effectively.

1

Don't Wait to Follow Up on Inbound Leads.

You spend \$15K, \$30K, \$100K plus on a trade show. You spend \$100-\$350 or more for a PPC conversion and another \$10K for a Whitepaper Campaign. If the marketing department is in charge of sharing the leads they may score and then share with an internal team or an outside vendor. If the sales team is in charge they will often prioritize by gut. We understand the value of both approaches. You want to call the best prospects first. However, generally what occurs is that lag time of a few hours can turn into days and weeks. That lag time hurts especially if your leads are in a highly competitive industry (getting there first improves your closing % by as much as 100%), your sales cycle is 60 days or less (first 3 get short listed), or your leads are driven by search engine marketing (could be a “just in time” need). Many marketers we talk to will proudly say “we call on incoming leads within a week.” Guaranteed they have never done a study on the effects of that delay.

What to Do:

- Get your leads to your Sales Reps within minutes or hours. Implement an automatic notification to your reps from your CRM or Marketing Automation Platform
- Dedicate an inside resource to profile accounts. Compensate on speed of response.
- Have your Marketing Coordinator Score the leads as they come in to help your reps prioritize

What to Avoid:

- Let your Marketing Coordinator hold the leads
- Letting your reps decide what leads to follow up with. Profile every account.

Lag time is especially critical with complex sales (you need to be first in line) and low price point deals with heavy competition (the buyer may only evaluate first three vendors).

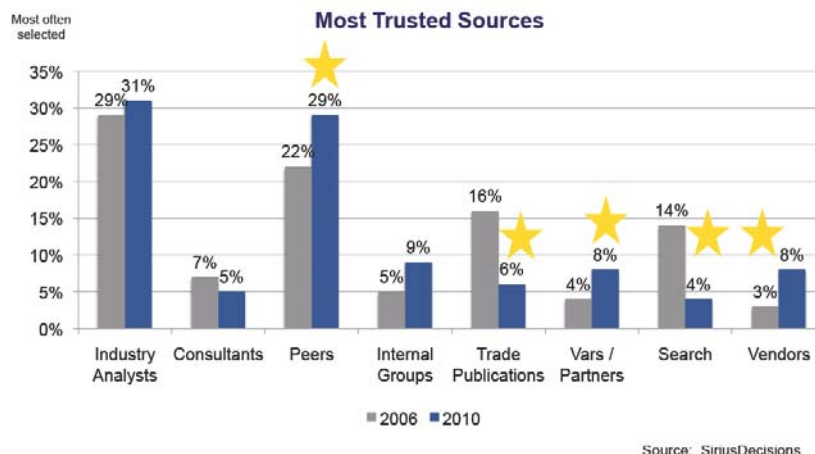
2 Integrating Content is Critical to Your Sales Process Success

Supporting your Demand Generation and Sales efforts now requires content. It's no longer optional. It's critical. According to Forrester Research:

Buyers leveraged 10.7 different sources of Digital Content when making a purchase decision in 2011 and it's expected to increase another 50% in 2012

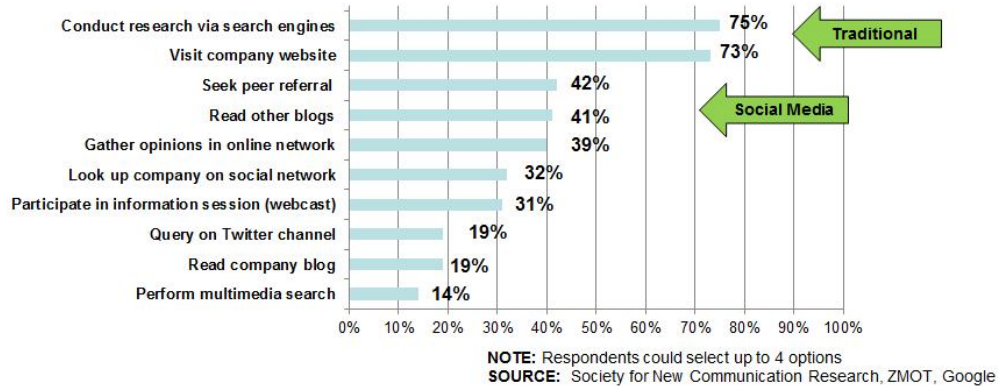
Over the past 4 years content that you create for your customers is more trusted than ever before. This is especially true for content that incorporates input from your existing customers.

Most Trusted Source
SiriusPerspective: In the last four years, buyers have become more focused on collaboration with peers and content from suppliers.

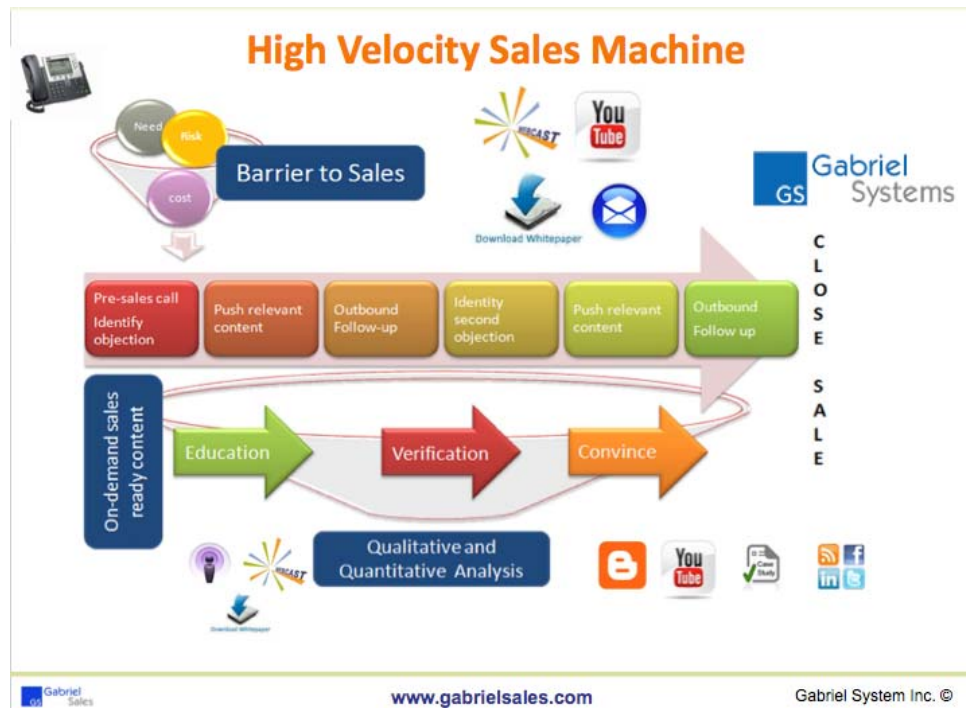


Once you create that content you can use that content to drive inbound traffic and to support your sales reps with the third party verification that they need to get the deals done.

What are the top online steps you take to make a purchase decision?



This shift to content is obviously a much different sales model than most traditional sales reps (and some executives) are comfortable with. So you cannot afford to keep your reps in the dark. The new engagement model requires that you train your entire organization to leverage that content as part of their sales process:



What to Do:

- Focus on using content to move your existing deals through the pipe first
- Start simple to create a plan
 - Map the influencers and decision makers in your sale
 - Listen to your sales reps to understand your buyers Top 15 objections for each group
 - Teach them to use content to help them overcome sales objections
 - Ask your sales reps which presentations they give the most early in the sales cycle
 - Create a content map and calendar with hard targets
 - Don't be afraid to site other thought leaders to shape your content and make your point for you
- Start simple to execute that plan
 - Build one educational Webcast and cut that Webcast into 3-5 short video clips
 - Get a customer to join you on that Webcast!
 - Write one blog that addresses each of the objections
 - Generate one White Paper and make sure it can also be repurposed into 6-12 blog posts
- Train your reps how to leverage content
 - Using content means taking a softer approach than dial and grinding
 - Always ask for the appointment and always ask what additional information I can share

What to Avoid:

- Waiting to get started. Your reps probably need the ground cover right now. Your blog will be enough to cover off on the top two traditional areas.
- Focusing on what you don't immediately control. Don't put your energy on Social Media outreach until you have something to outreach with.
- Expect your outbound cold callers to soften their approach without training. In some cases you may need to reassign because hard core lead gen reps may not have the "customer service" orientation required.

3

Create a Call Plan, Measure and Hold Sales Accountable

Don't give up on inbound leads after 1 or 2 calls if you don't connect. This is especially challenging for sales reps that are not supported by a demand gen inside rep. A sales reps' job is to close business. If they have deals moving this quarter they don't always have the time to make that third or fourth call. As a b to b demand generation outsourced company and a sales outsourcing solution provider we have done countless studies that have shown that the 3rd, 4th and sometimes 5th attempt is where the payoff comes. This is especially true the more senior the decision maker. They are just tougher to reach.

What to Do:

- Set a call plan (those that fail to plan, plan to fail). Call 1 – Day 1 – Voice Mail and follow up email. Call 2 – Day 2 – No Voice Mail. Call 3 – Day 3 - Voice Mail and Follow up Email. Call 4 - Day 10 - No Voice Mail. Call 5 Day 14 - Voice Mail and Email.
- Measure how many calls it takes to connect for the first time with every inbound lead source. Generally the more senior the decision maker the tougher they are to reach.
- Profile the account on the first call –“right account type” & “right decision maker” type.
- Ask for additional referrals on that first connect if not the right decision maker.
- Score where they are in the buying cycle. Are the targets educating themselves, are they sales ready, are they sales qualified?
- Make sure you ask what they liked about the initial offer that got them interested and provide that feedback to marketing.

What to Avoid:

- Rewarding your marketing team for inbound leads. This is not about lead generation. This is about getting sales qualified leads to your senior sales reps. Track success to the pipe
- Not measuring how many times your reps follow up. Best case they are so busy closing they can't follow up. Worst case they are lazy and marketing leads “are weak” and they are poisoning the well. Neither is acceptable. Make your reps accountable.

4 Have a Sales Content Plan, Create Context and Measure the Results

If the lead engaged you because of your content you need to give them the option to continue to engage with you that way. They have demonstrated a preference and you need to support it. Have a new offer after every call to keep the prospect engaged and give your rep “a reason to follow up” to ask them what they thought. Bottom line is that content keeps a deal moving without needing to get your senior talent on the phone to educate the prospect. It provides a reason for dialogue. It allows you to keep asking “what else are you curious about or what can I share to help you”. It allows you to talk about their needs while you share your position as well.

The screenshot shows a blog post header with the Gabriel Sales logo and a call to action: "Call Now 720-279-7511". The main title is "Increase B to B Sales and Demand Generation Production with Webcasting". Below the title is a diagram of a funnel labeled "Ignite your Pipe" with stages: "Generate", "Attract", "Qualify", "Convert", "Deliver". The text explains that webcasting across every stage of the sales cycle can increase production and reduce time to close. A "Watch Now" button is visible. The post also includes a list of topics covered: "Combine inbound and outbound tactics to boost performance", "Feed and move 'qualified' deals through the pipe faster", "How to leverage in Social Media", and "How to boost your ROI".

The screenshot shows a blog post header with the Gabriel Sales logo and a call to action: "Business growth is possible. And it starts here." The main title is "What is B to B Demand Generation?". The text explains the difference between B2B demand generation and B2B lead generation. It states that B2B Demand Generation is the integrated marketing and sales machine that gets Sales Qualified Leads to the sales rep and then helps to close with sales content marketing. B2B Demand Generation's job is done when the deal is closed. B2B Lead Generation is the measurable output of the machine. B2B Lead Generation's job is done once that lead is moved from a Marketing Qualified Lead to a Sales Qualified Lead. The post also includes a list of resources: "How to Max ROI", "What is Demand?", "Automate Now?", "A Faster Pipe", "What to Avoid", "Compare Tactics", and "Smart Targeting".

Gabriel Sales can forecast complex sales and technical sales based on the prospects engagement with late stage digital sales content.

As a best practice we recommend that you create microsites that are designed and can be leveraged by both your sales reps and your inbound marketers. We have developed Gabriel Sales' Digital Base Camp™ a content management system to make this easy for our clients just getting started. This system allows our clients to quickly aggregate the same content in a way that creates context for specific customer segments your sales reps are targeting. This digital aggregation is essential because it creates wins for everyone involved in the buying process:

- **Your Customer** - Doesn't need to download multiple pieces of content. You are making it easy for them to self-educate and do business with you.
- **Your Sales Team** - Doesn't need to worry about document management or having time taken away from them doing their job which is selling. They can see where prospects are in their buying cycle to prioritize.
- **Your Marketing Team** - Can track and manage the success of their efforts because everything is monitored digitally. They can finally measure their contribution to the sale.
- **Your Budget** - You can make your existing content go farther and you can use your sales collateral to drive inbound traffic with Search Engine Optimization and Pay Per Click Campaigns

What to Do:

- Make sure you have content that lets buyers engage with you where they are in the sales cycle (see next section)
- Use that content to figure out where they are in the buying cycle
- Load the content digitally to see if it is being opened, being digested and shared
- Score that contents contribution to the sale to give Marketing a Sales Quota
- Look for trends to discover what content is being consumed by buyers transacting
- Implement a Marketing Automation Software to what prospects open and share

What to Avoid:

- Sending content as attachments

5 Your Pitch and Content is About Your Buyer...it's Not About You!

Read your sales content and see how many times you use the words “We”, “Us”, “Our”, or your brand or product names and then compare it to how many times you use the words “You”, “Your” and your targets Title or Job Function. Repeat the exercise with your reps scripts and your reps calls. Make your content and message about your buyer and what your buyer is trying to achieve. And make sure your content makes sense in context to where they are in their buying cycle.

If your prospect wants to:	Define The Problem	Evaluating Their Alternatives	Negotiate and Commit to You
Then your prospect/customer is looking for:	Educational Resources & Thought Leadership	Solutions and Products Suitability (and ability to Champion)	Your Credentials, Decision Support
Then they are at your Sales Stage of:	MQL to SAL	SAL to SQL	SQL to Closed Deal
Your Sales Reps' and Sales Collateral's Job is to:	Educate	Verify	Convince
You gain trust and win by sharing and proving subject matter expertise with:	<ul style="list-style-type: none"> • Trends and Stats • News and Analysts Coverage • Benchmarks • Basic Education 	<ul style="list-style-type: none"> • Gap Assessments • Needs Assessments • Comparisons • Road Maps • Implementation and Process Plans • Media Kit • Case Studies 	<ul style="list-style-type: none"> • Technical Specs • Business Case • Rate Cards • ROI and TCO Calculations • Testimonials

As a best practice we recommend that you always give your customer an opportunity to engage with more content that takes them deeper into their buying cycle. You invested money to acquire that lead and to drive that lead to your content. You need to maximize that investment. This is done by creating a microsite (see last section) that gives your buyers options to engage you where they are in their buying cycle.



What to Do:

- At the end of every landing page give your buyer the opportunity to explore more content
- Use that content to figure out where they are in the buying cycle
- Use a dynamic tool to keep that content fresh
- Give them options to digest content in different formats
 - Whitepapers
 - Videos
 - Blogs
 - Top 10 and Checklists

What to Avoid:

- Limit yourself to one type of platform. If your customer does not like that platform they won't view your content

6 Lead with More than A Demo as Your Initial Inbound Offer

As a sales outsourcing company we understand better than most that clients and businesses want to transact and they want to transact now. Unfortunately it doesn't always work that way. Some prospects are simply not ready to buy. For most companies the shortest path to transacting is getting a prospect into the demo as quickly as possible and if the prospect is ready, that's great! Always have the offer on the table. However smart b to b demand generation requires that you also have an offer for prospects that aren't ready to make that commitment. The prospect is not unintelligent. They know that getting into that demo starts them on the path towards committing to buy. They may not be ready to make that decision yet and they don't want to waste your time or theirs, so give them a way to engage that is a bit softer and slower.

We understand the demo as the sole offer if you are marketing to small businesses, solutions with 30 day sales cycles or huge markets. You need to cast your net wide so you are only going to want to focus on prospects late in their cycle. However the more niche your offer or target market the more accommodating you will need to be.

What to Do:

- Offer teasers of specific parts of the demo on video
- Offer a short educational webcast
- Provide your customer with a quick checklist of best practice
- White papers repurposed from past blogs is a quick way to provide value

What to Avoid:

- Giving a demo without understanding the business need first
- Giving a demo without understanding path to budget

7 Commit to Educating the “Not Ready to Buy”

We live in competitive times so many businesses’ marketing efforts focus on the product and ignore the value of educating their prospects. Until a prospect is educated they rarely value what they are offered. To win deals and ensure you are receiving top dollar for your product or service the customer needs to understand the value you are driving for their business. To explain that value to get budget the customer needs and wants to understand that value. So you need to help your customer by helping your customers get what they want – which is fair, independent and “neutral” views that help them make “informed” and unbiased decisions. This is quick content to create. You simply need to stay on top of the news and latest research and post it on your blog. What is common sense for you as the expert, especially when it comes to competition and the “internal independent research” available, is often very valuable new information for you customer.

What to Do:

- If you see an interesting article in the Wall Street Journal or a Trade Publication repost it on your blog.
- If your senior rep gives the same presentation more than once a month record it, pull out the educational bits and create a half dozen 60 second video clips and post them on your blog.
- Create check lists for your prospects or Top Ten lists.
- Ask your prospect what type of educational material they would like to have.
- Video tape and post any tradeshow presentations you can

What to Avoid:

- Do not make this content salesy, stay focused on the facts

Educational Content is not difficult to create. It’s been our experience that your content already exists. Your content simply needs to be cut up into smaller sized bits for distribution

8

Don't Forget About Your Existing Customers

Customers are the core of your business, without them you don't exist. So the core of your business is that successful relationship. You need to genuinely care about your customer's success. You need to keep nurturing that relationship beyond the close. This will organically turn them into advocates assuming they have a positive experience with your product.

Why is that critical? There are two reasons.

You need your customers to get past the gatekeeper/influencer to get you a meeting with decision makers and testimonials make that happen

According to Selling to the C-Suite, when Senior Executives were asked the question – “Assuming your company was considering a major purchase, how likely would you be to schedule a meeting with a salesperson if the request came from...?” Here was their answer:

	Always	Usually	Occasionally	Never
A recommendation from someone inside your company	16%	68%	16%	0%
A referral from outside the company	8	36	44	12
A communication from a salesperson followed by a direct call	4	20	40	
A direct call from a sales person	0	20	36	44

Your customers are the second most trusted resource for your buyers and you need them to contribute to your content

As previously discussed the content you create is more powerful than trade publications, industry publications, and consultants. If you can get your customers to collaboratively create content with you, you will save the \$100K plus it costs to generate industry analysis.

Most Trusted Source

SiriusPerspective: *In the last four years, buyers have become more focused on collaboration with peers and content from suppliers.*



Customers are the lifeblood of your business. With the continued adoption of social media, the relationship and your mutual success and failure will be more connected more than ever. You need to continue to share information and drive value above and beyond what you are compensated for. A little goes a long way.

“To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity.” --Douglas Adams

What to Do:

- When your rep closes a deal send an old school thank you note in the mail with a business card
- Include your existing customers in your monthly newsletters
- Send your existing customers blog posts
- Follow your customer on Twitter and interact occasionally. Share their content and they will share yours

What to Avoid:

- Having customer service as the only touch point after the deal closes
- Asking to be LinkedIn to a prospect before they are a customer
- Asking for a referral before you have created additional value

9 Know Where You Want to Win and Create an Ideal Customer Profile

An Ideal Customer Profile is a process for identifying what customers you should be targeting to get the best return across your demand generation efforts. It's now critical to your machine because every dollar counts and because what goes into the sales funnel is going to have a huge impact on what comes out of the funnel.

Database tools have evolved to make deep drill down more effective than ever before. Ultimately, an Ideal Customer Profile should allow you to find and target your potential customers based on a number of hard criteria related to both the company and the specific decision maker:

- Annual revenue of the company
- Number of employees
- Level of Contact – C-level, senior manager, middle manager
- Functional Area – business area, technical area
- Title
- Revenue Responsibility – budget maker or budget spender
- Geography – global, national, local
- Technology Adopted – knowing the prospect's ERP, CRM, or if they have virtualized may be critical
- Their Clients – e.g. are they doing business with Procter and Gamble, Federal government, Education (local gov.) Walmart, Intel, EMC etc.

In addition, there are some softer qualitative criteria that can be generated by listening to your successful senior sales reps:

- Business Pain/Need
- Vertical Industry Trend – established or in transition, growth or decline
- Psychographics – company culture, leadership style, corporate values

It is also critical to know who you don't want to sell to:

- Decision makers whose jobs could be threatened
- Internal Support Functions – for example, if you are selling data analytics you may want to avoid MR groups, or if you are selling operational efficiency services you may want to stay away from operations managers and start with supply chain directors

The purpose of this type of hard and soft segmentation is to establish clear, hard criteria that can be leveraged across your sales and marketing machine to:

- Purchase direct dial contacts for cold calling
- Purchase direct mail and electronic direct mail contact information
- Filter leads from publishers
- Leverage for a “Cost per Click Campaign” like Google Adwords
- Decide where to place your online advertising budget
- Instruct your social media outreach program

What to Do:

- Build an ideal customer profile prior to purchasing a list
- Spend a little more money on your lists
- Put a junior resource on new lists to verify phone number and direct lines
- Automate your sales follow up with a drip marketing campaign

What to Avoid:

- Forget to follow up with your existing warm pipe
- Not keep track of your call to connect ratios and connect to conversion ratios

According to Market One 25% of an average Prospect Database is inaccurate. If another 25% is outside of your Ideal Customer Profile 50% of your time, resources and your investment will be worthless coming out of the starting gate!

10 Cold Calling is Not Dead...You Just Need To Be Much Smarter

We get asked all the time “Is cold calling dead?”. The answer is a definitive no. However cold calling is not as cost effective as it once was. Here is what the numbers tell us:

- On the down side...In 2011 our average call (time a rep picks up the phone) to connect (times a decision maker picks up the phone) ratio was between 7% -16% (depending on the Industry). In 2007 it was between 12% - 21% (once again depending on the Industry). Calls to connect are 30% to 50% less effective getting someone on the phone. This is driven in part by better screening technology but it is primarily driven that with downsizing there are less decision makers, doing more work so they have less time to pick up the phone.
- In 2011 our average call to meaningful conversation is unchanged and prospects willing to accept information has slightly increased 0.5%. In 2011 our calls to conversions into a Sales Accepted Lead is only down 2%-4%. Sales Accepted Lead to Sales Qualified Lead is virtually unchanged although they take about a month to a quarter longer to move. What this tells us is that cold calling is still effective when your call is picked up. And once you connect you patiently stay on top of the lead systematically.

To our mind there is no better way to target your ideal customer if you are convinced your product or solution will meet their needs because you get to decide specifically who to target.

What to Do:

- Build an ideal customer profile and go after higher revenue targets
- Have content and offers ready to maximize that first contact
- Script your first call. First 10 seconds, 30 second commercials and close

What to Avoid:

- DON'T SOUND SCRIPTED and not getting to the point
- Not tracking your results

11 Give Sales and Marketing a Shared “Sales Quota” with a Simple Scorecard

One of the most important elements and opportunities in building the 2.0 Demand Generation Engine is the level of predictability sales and marketing alignment can give to your marketing efforts. With a marketing automation platform in place your organization can now link specific marketing and sales actions and activities to specific results. As the first step to integrate and align sales and marketing we recommend that you create an agreement between sales and marketing that clearly defines the different stages of a lead and what makes a lead ready to be worked by sales. No two organizations and even personalities within an organization will agree so we recommend that this be done in writing. As a second step we recommend that you craft a very simple scorecard so the team works together towards a single goal - Closed business. Once this is done the entire team will be focused on working as a “team” to move deals through your sales process. Keeping the scorecard simple is essential. Here is how Gabriel Sales frames that scorecard and what you need to measure.

Shared Sales and Demand Generation Marketing Quota												
Pipe Movement	Weekly			Monthly			Quarterly			Annual		
	Goal	Actual	%	Goal	Actual	%	Goal	Actual	%	Goal	Actual	%
Calls	0	0	0%	0	0	0%	0	0	0%	0	0	0%
MQL	0	0	0%	0	0	0%	0	0	0%	0	0	0%
SAL	0	0	0%	0	0	0%	0	0	0%	0	0	0%
SQL	0	0	0%	0	0	0%	0	0	0%	0	0	0%
Proposal	0	0	0%	0	0	0%	0	0	0%	0		0%
Steady State Active	0	0	0%	0	0	0%	0	0	0%	0	0	0%
Closed	0	0	0%	0	0	0%	0	0	0%	0	0	0%

Touches to Interest - How many times do you need to attempt to reach them before they show interest? This could be visits to the website, calls to connection, outbound direct marketing or Pay per Click to converting to an inquiry.

Interest to Marketing Qualified Lead (MQL) - Interest can be defined by an inbound lead from a White Paper, Webcast or an outbound cold call where they agree to accept information. The key qualification criteria here is that a company, once profiled around business or technical criteria, is right fit for your product or service.

MQL to Sales Accepted Lead - Does it make sense for a Sales Representative to work the deal? This is where there needs to be agreement between your lead generation team. Do you need a path to budget? Are influencers OK or does it need to be a decision maker. Does the prospect still need some education? Fundamentally does it make sense to have a more senior resource devote some time to building a one to one relationship?

Sales Qualified Lead to Proposal – Once a lead is an SQL you need to set benchmarks for how many buyers move to accepting a Proposal or Price Quote. If leads are not moving to quotes you are either putting the wrong deals in the pipe and what constitutes an SQL needs to be revisited or you have a sales personnel or product issue.

Proposal to Closed Deal – There is no grey area to sales or marketing what the shared quota is all about.

Steady State Pipe - Deals will be moving into the pipe and also moving out of the pipe (because they close, purchase from a competitor, don't purchase at all). This is the number you are ultimately searching for from a Demand Generation perspective. You need to understand this flow to understand if you are under resourcing or over resourcing any specific area or your sales and marketing efforts to ensure that your most expensive resources (your closers) time is being optimized.

What to Do:

- Have both sales and marketing participate
- Work to win and not to blame
- Celebrate your success as a team
- Require feedback loops based on facts, examples and data

What to Avoid:

- Don't over complicate the measurement. Keep it focused on closed deals and work backwards
- Stop rewarding marketing for MQLs

**50% of all marketing qualified leads are rejected or abandoned by sales.
With a scorecard in place you are ensured accountability in your sales and marketing process from both your sales and marketing teams!**

12 Identify ROI Inflection Point for Marketing Automation and Nurturing Investment

Sales cycles are now longer and the pressure to transact “this quarter” is greater than ever. You may have already spent roughly \$100-\$350 per early stage lead. In many cases your sales reps followed up then abandoned if they were not ready to transact this quarter. Best case they made diligent efforts to maintain the relationships but over time with active deals a priority the relationship with these leads fades away. Worst case you have churned through multiple reps and those leads were totally abandoned.

We have audited dozens of small businesses and discovered they are sitting on 1000 to 10,000 plus “dead” leads which equates into \$150K to \$1M plus investments in a database that is not being leveraged. In the new economy not implementing an integrated inbound and outbound nurturing approach is now inexcusable. Starting from scratch all in you are looking at \$72K annually to get started. A 3 series webinar will cost you roughly \$6K-\$10K in house or external. Basic blog content creation will run about \$12K. A whitepaper, a handful of briefs, some educational videos and some checklists will be another \$6K to 12K. An annual SaaS subscription to a Marketing Automation Platform (we are a Pardot Partner) will cost you \$16K, and planning, database integration and implementation can range from \$12K to \$24K. Our clients can generally repurpose later stage collateral and leverage database management best practice we have implemented to save up to half of those costs. \$72K to nurture a database may not pay off in 90 days but most customers no longer buy in 90 days. The new economy is a marathon and not a sprint. If you already have a sunk investment in a database of over 2000 names it’s a no brainer to pull the trigger on Marketing Automation and a Lead Nurturing program. It cost less than a full time inside sales rep and a well-built machine can increase demand gen productivity by as much as 4X. Your team focuses on putting new deals in the pipe and the machine nurtures those not ready to buy so when they are you are still in the front of the line.

More importantly it can set you up for exponential revenue downstream. If your average deal size is \$100K + the ability to track digital content and the time savings alone for the senior rep makes it an easy decision to pull the trigger. For smaller and shorter sales cycles it really comes down to how many leads you have in your database because countless studies have shown that if your product has legs you can expect to convert at least 2% to 6% of the leads that were initially just curious within 18 months. Below are views for both the small ticket sale and mid-sized enterprise deal.

Small Enterprise				
Deal Size	Deal #	Lifetime Rev	Automation Investment	ROI
\$100,000	1	\$ 100,000	\$ 72,000	139%
\$100,000	2	\$ 200,000	\$ 72,000	278%
\$100,000	3	\$ 300,000	\$ 72,000	417%
Mid Enterprise				
Deal Size	Deal #	Lifetime Rev	Automation Investment	ROI
\$250,000	1	\$ 250,000	\$ 72,000	347%
\$250,000	2	\$ 500,000	\$ 72,000	694%
\$250,000	3	\$ 750,000	\$ 72,000	1042%

Small SaaS, Technology or Media						
Existing Database	Deal Size	Conversion %	Deal #	Lifetime Rev	Automation Investment	ROI
1000	\$ 10,000	1%	10	\$ 100,000	\$ 36,000	278%
3000	\$ 10,000	1%	30	\$ 300,000	\$ 36,000	833%
5000	\$ 10,000	1%	50	\$ 500,000	\$ 36,000	1389%
Mid SaaS, Technology or Media						
Existing Database	Deal Size	Conversion %	Deal #	Lifetime Rev	Automation Investment	ROI
1000	\$ 30,000	1%	10	\$ 300,000	\$ 36,000	833%
3000	\$ 30,000	1%	30	\$ 900,000	\$ 36,000	2500%
5000	\$ 30,000	1%	50	\$ 1,500,000	\$ 36,000	4167%

For More Information on How Gabriel Sales Can Help Launch or Turn Around Your Demand Generation Efforts

Gabriel Sales is about Results. We realize that every industry has different challenges, thus requiring a unique approach. In order to address these challenges we offer B2B Sales and Marketing Outsourcing solutions for Existing Markets and New Markets. Here are some of the areas where Gabriel Sales has been able to achieve positive results for our clients.

Our sales machines provide scale integrating sales reps, digital content, marketing professionals and technology platform integration. Gabriel Sales helps you maximize your B2B business leads, close more business and provide you the robust quantitative and qualitative analysis needed to quickly make this challenging market shift without losing sales or your shirt!

Please Contact Us At:

- info@gabrielsales.com
- 303-720-7511

Additional Resources

<http://www.marketone.com/>

<http://www.marketingsherpa.com/freestuff.html>

<http://blog.siriusdecisions.com/>

<http://www.pardot.com/help/>