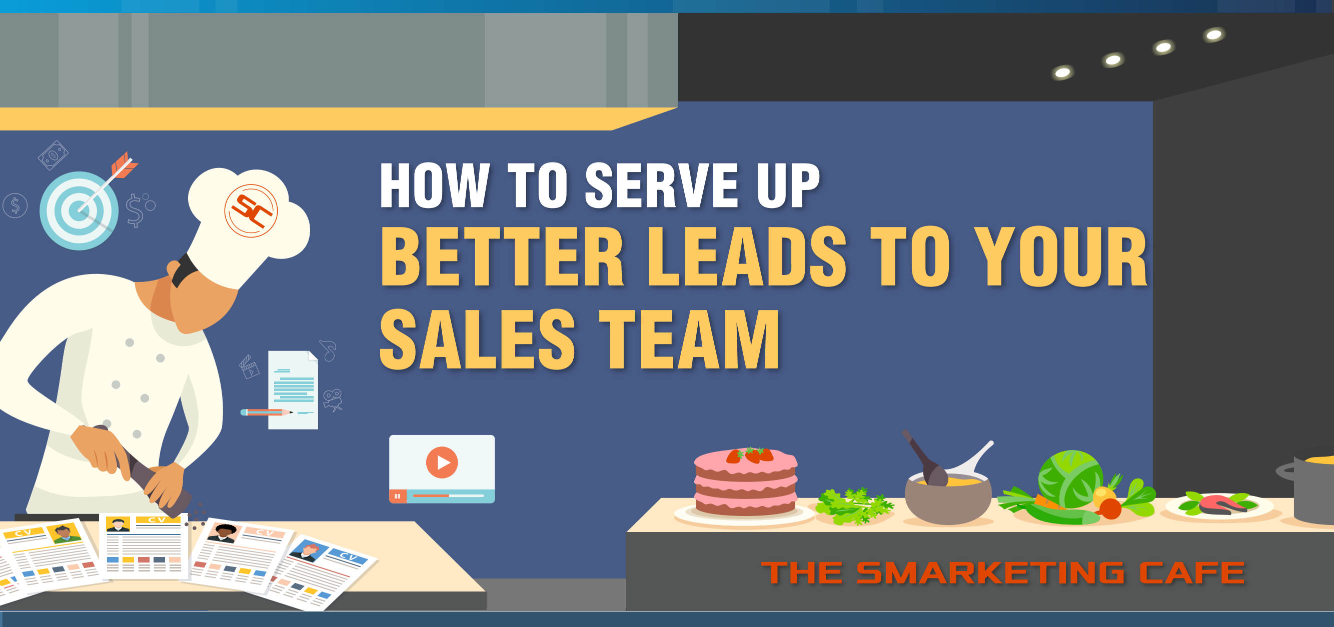
bluleadz



HOW TO SERVE UP BETTER LEADS TO YOUR SALES TEAM

Sales and marketing should work together like a well-oiled machine – with transparency and collaboration as the fuel for the relationship to prosper. Marketing should always know what content sales needs to help them move the needle and meet their quotas.

MARKETING TEAM

SALES TEAM

In turn, sales should also assist marketing on an ongoing basis. As you can see, this is a two-way street; so if you're here to play the blame game, this isn't the place.

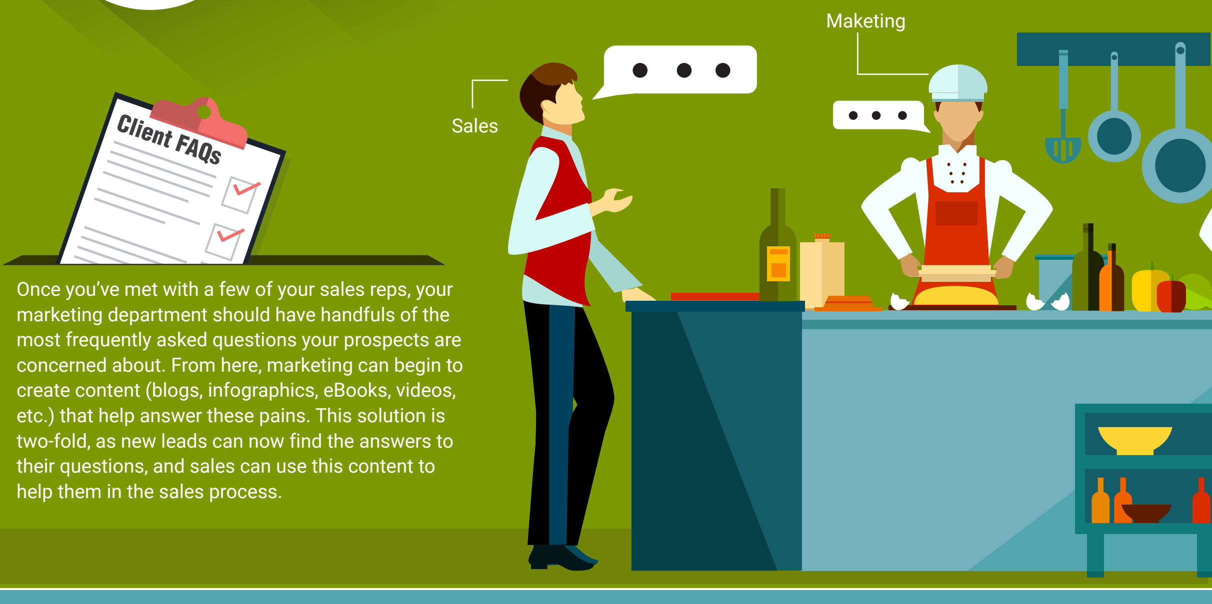
Generally speaking, sales has their ear to the ground when it comes to what's actually being asked from the company's prospects. If there are prospects asking the same (or similar) questions, you can bet your bottom dollar that a lot of people are actually searching for those answers online.

It's for these reasons that it's extremely important for sales and marketing to be on the same page and form a quid pro quo type of relationship.

That said, we've compiled some best practices that will get your internal teams united, and in turn, drive more qualified leads to your sales team:

1- WHO DOESN'T LIKE TALKING ABOUT THEMSELVES? INTERVIEW YOUR SALES TEAM

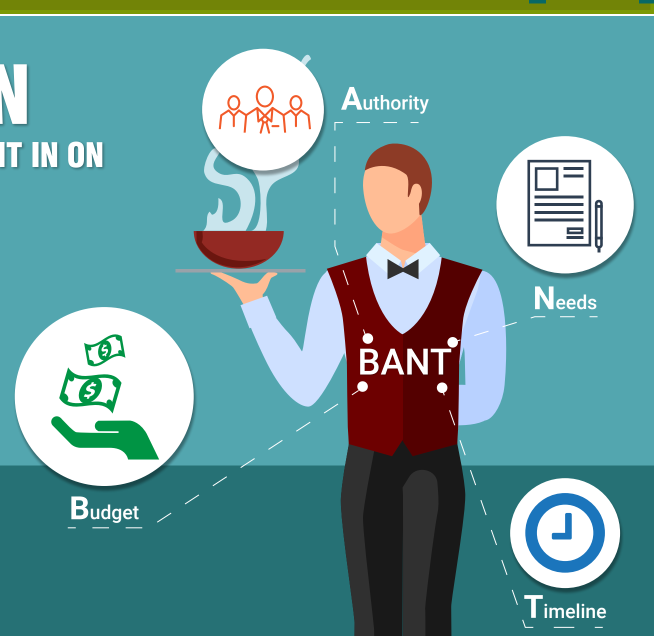
When push comes to shove, your sales team holds all of the content gold nuggets. A simple interview with some of your top sales reps on an ongoing basis (we recommend at least once a month) will help marketing uncover what's actually being asked in your company's sales process. This will, in turn, reveal some of your prospects' biggest pain points



Once you've met with a few of your sales reps, your marketing department should have handfuls of the most frequently asked questions your prospects are concerned about. From here, marketing can begin to create content (blogs, infographics, eBooks, videos, etc.) that help answer these pains. This solution is two-fold, as new leads can now find the answers to their questions, and sales can use this content to help them in the sales process.

2- HAVE A SIT-DOWN

HAVE SOMEONE FROM MARKETING SIT IN ON ACTUAL SALES CALLS (SILENTLY)



MARKETING TEAM SHOULD **SIT IN ON** SALES CALLS **3-5 TIMES** PER MONTH

Let's face it – no one has the memory of an elephant. Sometimes your sales team won't remember what's being asked frequently from every call, and that's okay. Chances are, your sales team has a ton of things going on behind the scenes (BANT; or Budget, Authority, Needs, Timeline), which is why we recommend making a habit of sitting in on sales calls (3-5x per month).

Doing so provides your marketing department with direct access to what's being asked about your company's product or service. As noted above, this will enable your marketing department to continue creating helpful content. Yay for helping everyone!

3- IT'S NOT YOU, IT'S ME CREATE A PROSPECT FIT MATRIX

Contrary to what your marketing department may want you to believe, every lead that comes into your site is not great or a perfect fit for your company to do business with. This is where a prospect fit matrix comes into play.

PROSPECT FIT MATRIX

In a nutshell, a prospect fit matrix lays out various business characteristics that your company takes into consideration when determining what a good fit client/customer would be. The prospect fit matrix takes those characteristics and associates them with a rating (High, Medium or Low).

PROSPECT RATING PROCESS

Some examples of this could be an individual's Title (CEO, Marketing Manager, Account Manager, Intern, etc). We will use Bluleadz as an example.

John Smith, CEO

If John Smith came to our site and downloaded our "How to Choose The Right Inbound Agency" guide, we see John Smith is the CEO of Acme Corporation. We would rate his "Job Title" characteristic as "High" because he has the ability to pull the trigger and hire our agency.

RATING: ★★★★★

John Smith, Intern

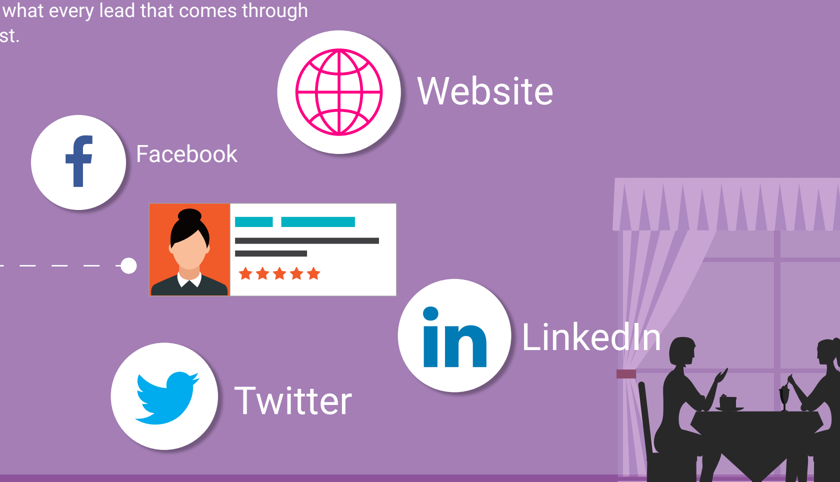
If John Smith came to our site and downloaded our "How to Choose The Right Inbound Agency" guide, we see John Smith is an Intern at Acme Corporation, it would fall into a "Low" rating for that category.

RATING: ★☆☆☆☆

The prospect fit matrix takes all the various important business characteristics into consideration and rates that lead as a whole. It's invaluable, especially when it comes to the marketing/sales handoff.

4- WE BARELY KNOW EACH OTHER IMPLEMENT AN SDR PROCESS

This is the real nitty gritty process of serving up better leads to your sales team. Implementing a Sales Development process encompasses many things. To start, it fleshes out the aforementioned prospect fit matrix for your company. From start to finish – this is what every lead that comes through your website will be matched up against.



In this process, you will rate your leads; this includes enhancing your medium and high rated leads. By enhance, we mean finding out as much information as possible on the individual/company that took action on your site.

OBJECTIVE

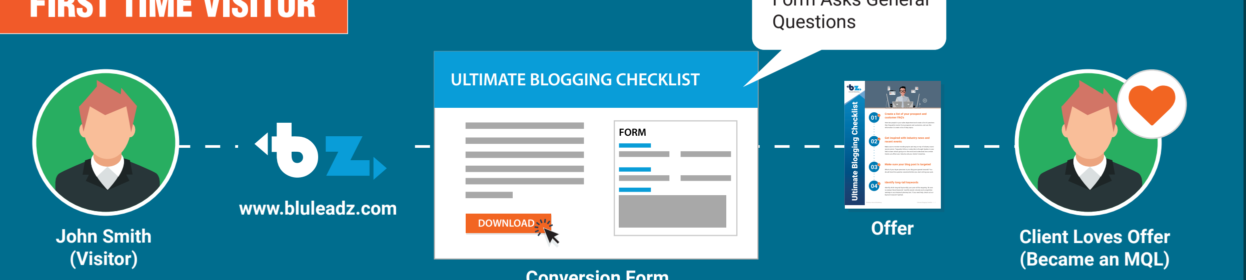
The goal is to have a better informed sales team. They'll have a better understanding of who their prospects actually are, and can thus tailor their messaging accordingly.

5- WHAT'S YOUR STORY? UTILIZE PROGRESSIVE PROFILING

In case you're unaware, we're huge advocates of the HubSpot platform. One of the many reasons we love it is because it gives us the ability to progressively profile our leads.

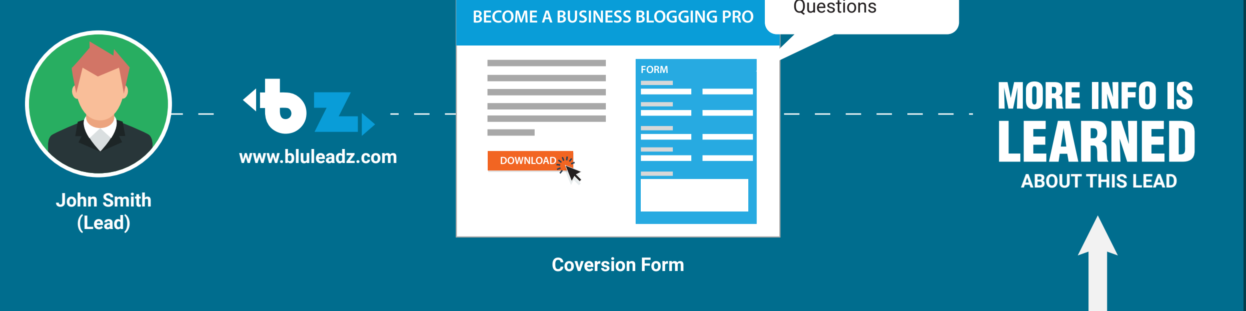
What exactly is progressive profiling, you ask? Progressive profiling allows you to learn more about your leads the more they convert on your site. Basically, it uses "Smart" form fields that default to queued up questions once that information is already known about a contact.

FIRST TIME VISITOR



For example, if John Smith came to our website for the first time and downloaded our "Ultimate Blogging Checklist", we would ask him to give us his first and last name, email, and website URL. When John receives our checklist and absolutely loves it, he decides he wants a more comprehensive understanding of how to blog, and then downloads our "Become a Business Blogging Pro" eBook.

RETURN VISITOR



Now the form criteria has changed (since we know John's name, email, and website); consequently, we ask him different questions such as company size and biggest marketing challenge to learn more about who he actually is.

There you have it. If you start implementing the 5 techniques above, your sales team will start taking you out to expensive lunches on a regular basis to say thank you from all that increased commission.

If you need help implementing any of the above methods, don't hesitate to reach out and contact us directly!

CONTACT US