Building Scalable Inside Sales
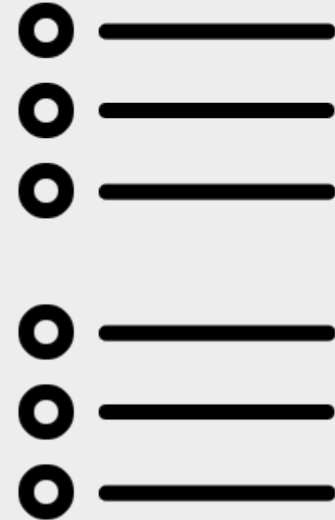
Artem Berman

Starwind

Scope of deck

§ What is a lead?

§ Lead generation: Outbound vs. Inbound

§ Lead qualification

§ Lead nurturing

§ A lead and a Funnel

§ Lead scoring

§ Lead scoring: why do we need to score a lead?

§ BANTL. Is lead an opportunity?

§ Lead is a customer. Now what?

§ Takeaways

What is a lead?

A lead, in a marketing context, is a potential sales contact: an individual or organization that expresses an interest in your goods or services.

Key concepts associated with the leads are:

§ **Lead generation:** any marketing-related activity intended to publicize the availability of a vendor's product or service.

§ **Lead qualification :** are these actually leads?

§ **Lead nurturing:** the practices that a company establishes for dealing with potential leads.

§ **Lead scoring:** processes or software designed to rank the importance of leads to the company.

RAW, MQL, SAL, OPP – what's this all about?

Lead generation: Outbound vs. Inbound

Lead generation is an action or process of identifying and cultivating potential customers for a business's products or services.

Let us review how exactly **we generate these leads**?

Outbound is when you go out to find and bring clients, or doing a cold calling - pushing sales. It is **"by interruption"** process. **Inbound** is when you try to bring the customers or leads to you - pulling sales. It is "**by permission**" process.

OUTBOUND MARKETING	VS	**INBOUND** MARKETING
Goes "out" to demand customer attention, interrupting their workflow and potentially putting them of your brand.		Draws customers "in" to the sales funnel with targeted, relevant, useful content designed with the buyer persona in mind.

• Cold Calling	• SEO, PPC
• Flyers	• Blogging
• TV, Radio, Print Ads	• Podcasts
• Forum and Search Spam	• eBooks, whitepapers and datasheets
• Billboards	• Community Creation/Outreach
• Website Pop-Ups	• Opt-In Email Lists
• Banner, Display Ads	• Social Media
• Paid Email Lists	

Lead qualification

Lead qualification is the process of assessing lead's acceptability, value and readiness by comparing the lead against the criteria of ideal lead's profile. You can qualify by number of criteria:

§   By general acceptability

§   By industry and vertical.

§   By role in the organization

§   By engagement level and temperature

Qualified leads getting the score and you start nurturing them. They are appearing on top of your funnel.

Lead nurturing

Lead nurturing is the process of developing relationships with buyers at every stage of the sales funnel, and through every step of the buyer's journey through the funnel.
It focuses marketing and communication efforts on listening to the needs
of prospects, and providing the information and answers they need. © Hubspot

§   Value offerings

§   Frequent but careful touches

§   Engagement

§   Rapport and bounding

It is like a sex. You seldom want to talk
with your date about it directly but
keep circling around the subject.

Main goal: **move through the funnel!**

Lead
Nurturing

Educate

Inform

Engage

Convert

A lead and a Funnel

A funnel is a key word for the sales process. The evolution of the lead within a funnel is what we call sales (as a process). All the way from the RAW to the WON or LOST.

But even with losts timely follow-ups show that **up to 70%** of the losts may convert into the sales within a year from the date of the lost.
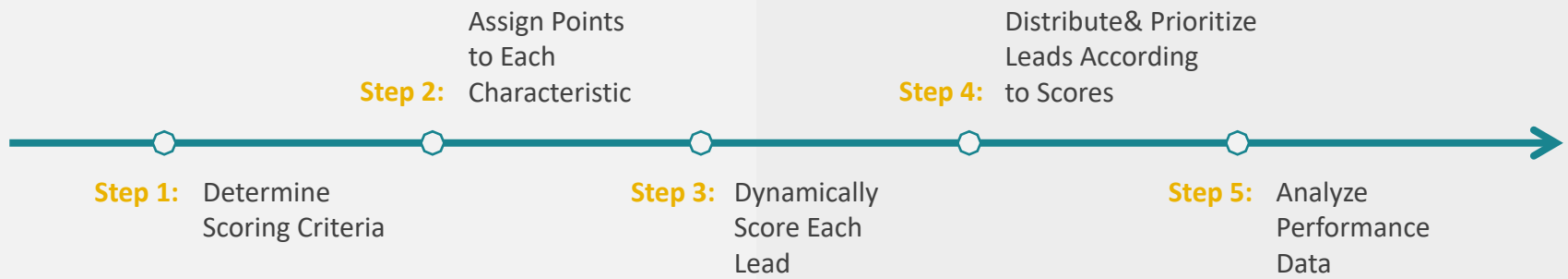
	Raw lead
	MQL
	SAL
	Opportunity
	Closed Won/Lost

Lead scoring

What is **lead scoring**?

Lead scoring is a methodology used to rank prospects against a scale that represents the perceived value each lead represents to the organization. © Wikipedia

The resulting score is used to determine the priority of the lead and methods the sales or marketing rep will be using to engage with it.

Step 2: Assign Points to Each Characteristic

Step 4: Distribute& Prioritize Leads According to Scores

Step 1: Determine Scoring Criteria

Step 3: Dynamically Score Each Lead

Step 5: Analyze Performance Data

Lead scoring: why do we need to score a lead?

There is a "**next best opportunity**" concept in the economics. Basically, it means that you can spend your time on just one task or activity at a given moment. And while you are spending your time on this task you are not doing others.

Moral: make sure you are doing something that is a most effective investment of your time. Spend your time effectively and efficiently on the leads that worth it. Let robots can do the rest meanwhile.

Not all leads are the same. You should know where in the funnel your lead is right now. You should measure their temperature. How? By implementing the multiple dimensions lead scoring.
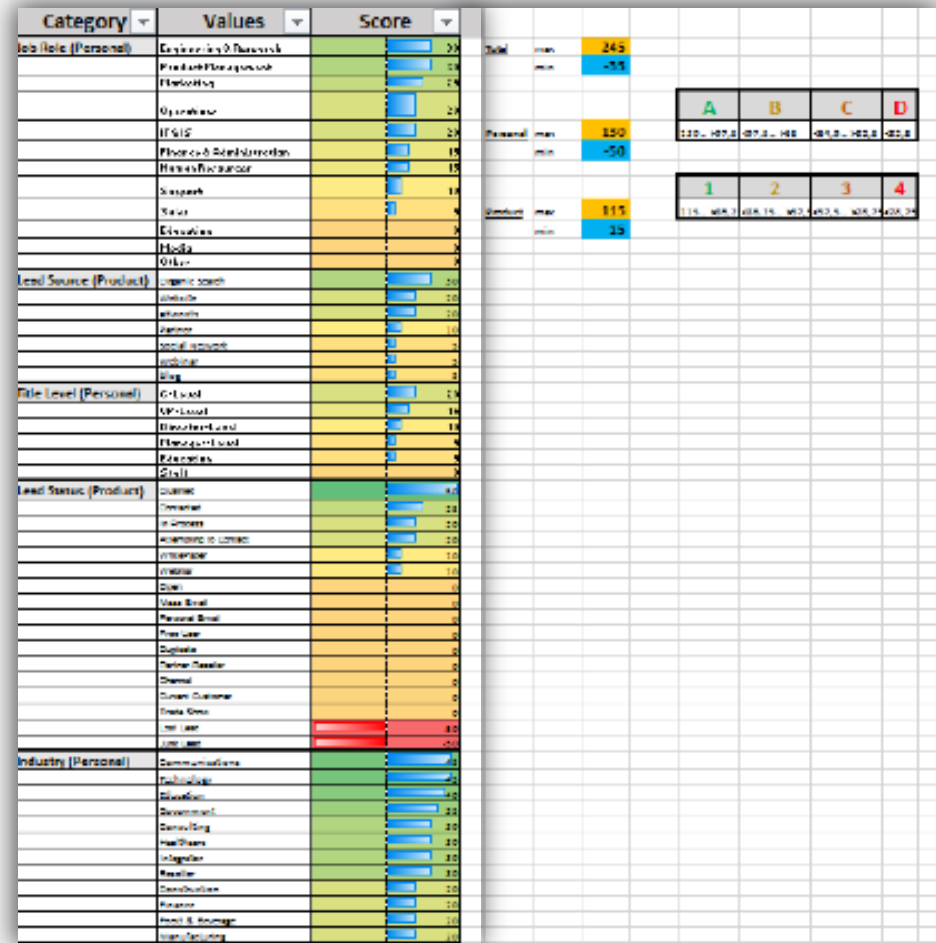
BANTL. Is lead an opportunity?

Basically, **BANTL** says us if SAL can be converted into the opportunity. This can be a trigger of many things and affects many metrics in the business process.

BANTL isn't enough anymore. CHAMP!

§ Budget

§ Authority

§ Need

§ Timeline

§ Location

§ Challenges

§ Authority

§ Money

§ Priority

Lead is a customer. Now what?

So, your lead passed all the way from marketing lead to the customer. A caterpillar became a butterfly. What dies it mean and what now?

§   The company incurred a cost. CAC. Sometimes you even acquiring customer at a loss and a price of sale is not justifying this cost! How printers' producers making up their profits?

§   The customer's relationship with your company hasn't finished. In fact, you just started building the CLV. It will cost you the money. CRC. Your goal us to have the formula CAC+CRC < CLV working. On this journey, you will be:

§   Selling support

§   Upwelling the customer to the new editions

§   Selling new products

§   You will use a customer as a marketing reference. Getting new introductions. Writing the use cases and case studies.

§   Your support department will need to shine.

All in all, you will keep building the relationship and keep your customer happy!

Takeaways

Variety of ways to generate

The lead. Know them.

Qualify and disqualify.

You've got that much time.

Touch your leads often

Listen to your customer

Score to get things going

BANTL to open the opportunity

Got a customer?

Keep working!

About lecturer

Art Berman, MBA

Art Berman is a successful serial entrepreneur who has founded a number of companies in the technology industry. Mr. Berman brings more than a decade of entrepreneurial experience building and advising successful software companies. Art has managed worldwide online sales and operations since 2003. Mr. Berman earned his Bachelor degree in Economics from Moscow International Business Institute in 1997 and Executive MBA in Edinburgh Business School - Heriott-Watt University in 2014.

Thank you!

Questions