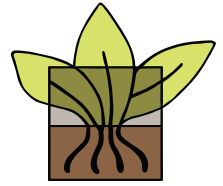


# LEAD MANAGEMENT

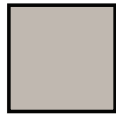
creating the perfect environment for growth from Marketing & Sales



**DATABANQUE**  
a marketing operations agency

**COLLECT • QUALIFY • NURTURE • TRACK • REPORT**

## Define

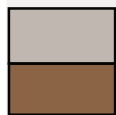


**BRAINSTORMING:** DATABANQUE facilitates a brainstorming session with Marketing and Sales to define things like: *how, when & why* a lead becomes sales-ready and should be kicked off to the sales team; *what* the nurturing process includes; and *how* to track whether or not Sales is responding to the leads.

**DOCUMENT:** Based on the brainstorming session, DataBanque prepares a comprehensive process document that details every step in the lead management process. This is a living document that changes as the needs of the sales team change.

The process doc also details the technical aspects of the data exchange between DATABANQUE and the CRM tool, if one exists.

## Collect



Building upon the customer and prospect data in-house, DATABANQUE will work with the sales organization, list-providers, publications, etc. to build a comprehensive database that will supply leads to the reps via the CRM tool, if one exists, or using DATABANQUE'S proprietary lead distribution app.

## Refine



DATABANQUE works closely with Sales & Marketing to continually fine-tune the process.

## Report



DATABANQUE provides online, on demand, detailed reporting and executive dashboards so you can know the ROI on every marketing dollar.

## Assess

Using the rules defined by Sales, DATABANQUE qualifies each inbound lead from the website, tradeshows, advertising, PR, commercial lead sources (e.g. Reed), and direct marketing campaigns.

**ONLY 25% OF SALES ARE LEGITIMATE AND SHOULD ADVANCE TO SALES**  
(source: Gleanster Report)

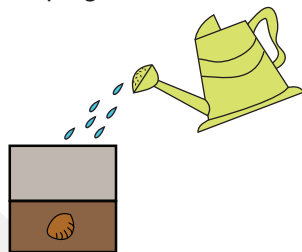
## Track



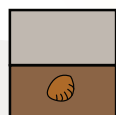
DATABANQUE tracks activity and ultimately revenue that can be attributed to each marketing initiative. We work directly with reps to gain feedback on lead status.

## Score

Lead scoring helps ensure that the best leads are followed up immediately by prioritizing leads according to revenue potential and buyer readiness.



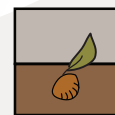
## Validate



Leads that are sales-ready are distributed to the sales team.

**COMPANIES THAT EXCEL AT LEAD NURTURING GENERATE 50% MORE SALES AT 33% LESS COST.**  
(source: Gleanster Report)

## Nurture



DATABANQUE develops and administers a multi-channel ongoing nurturing program for the remaining qualified leads.

**50% OF LEADS ARE QUALIFIED BUT NOT YET READY TO BUY**  
(source: Gleanster Report)