



# **TIPS FROM THE PROS:** **OPTIMIZE YOUR SALES AND MARKETING** **EFFORTS FROM PROSPECT TO PROFIT!**

# Thank you for joining us today!

- This session is being recorded for replay
- Listen-only mode during the presentation
- Please submit questions via the Question Panel
- Questions will be addressed in the Q&A session at the end of the presentation

21, 2016



## What we'll discuss:

1. Who we are.
2. What are MQLs and SQLs?
3. How to generate MQLs & turn them into sales-ready SQLs.
4. The dangers of giving sales unqualified leads.
5. The 5 keys for turning leads into sales.

# OUR SPEAKERS

Darren Rabie - President  
FOCUS



Over the past 23 years, Darren has helped many clients build their scalable sales organization. Darren speaks across North America on topics including:

- How to Turn Leads into Sales; and
- Building a Successful Sales Organization.

Gayle Kosokowsky - General Manager  
THE MEZZANINE GROUP



Gayle has 20 years' experience in B2B marketing, lead generation, business development, consulting, training, CRM and Marketing Automation implementations. Gayle understands how sales and marketing work together to drive results.




# POLL:

Tell us about your background and interest in attending today's webinar.

A. Marketing    B. Sales    C. Both





# DID YOU KNOW?

B2B sales is a long game: the average conversion rate of a lead to opportunity is 13% and the average time it takes is 84 days.

(Salesforce/Implicit)

# MQL VS. SQL

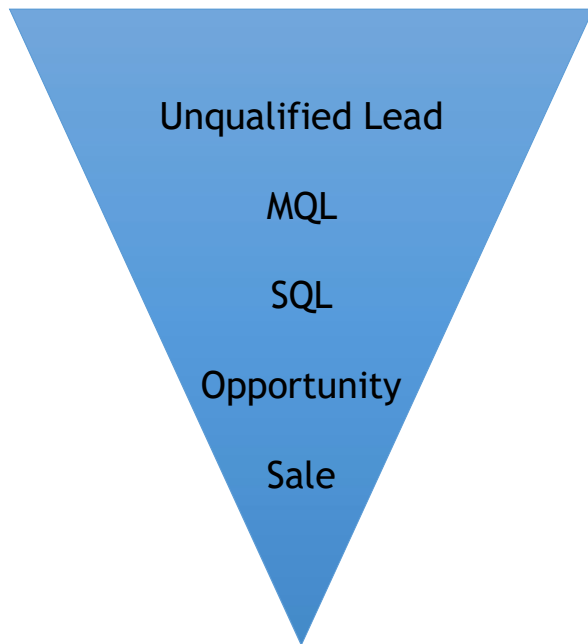
What is a Marketing Qualified Lead (MQL)?

An **MQL isn't ready to buy**. They need nurturing. They've indicated they are interested in a product or service like yours, but they are not yet ready to speak to sales.

What is a Sales Qualified Lead (SQL)?

An **SQL is ready to speak to your sales people**. They have specific questions and they want to know exactly how your product or service can fulfill their needs.

# WHERE DO THEY FIT IN THE LEAD FUNNEL?



**Unqualified Lead:** a cold prospect.

**MQL:** Not ready to purchase, but they have shown an interest and, ideally, they match one of your buyer personas.

**SQL:** Not ready to purchase, but has the budget, buying authority and need and has taken action, such as booking a sales call or product demo.

**Opportunity:** Sales takes that SQL opportunity and converts it to a customer.





# GOLDEN RULE:

The key to success is for sales and marketing to agree on what constitutes an MQL and an SQL.

# GET MQLS & TURN THEM INTO SQLS

Brand Awareness Campaigns

Lead Generation Campaigns

Lead Nurturing and Drip Campaigns

# BRAND AWARENESS CAMPAIGNS

Building awareness of your brand, company name and value proposition by putting it in front of a huge number of potential customers. This builds your reputation and credibility and will assist your lead generation efforts by eliminating one of the barriers to purchase - that no one is aware of your company and what it offers.

Tactics Include:

- Advertising

- SEO

- Networking

- Sponsorships

- Thought leadership content

- Videos

- Digital presence: website, social media

- PR

# LEAD GENERATION CAMPAIGNS

The process of generating interest in your product or service and collecting names and contact information for the purpose of filling your pipeline. These leads will then need to be analyzed and segmented for nurturing.

Tactics Include:

- PPC

- Emails

- Gated thought leadership content

- Webinars

- Social Media

- Contests/Offers

# LEAD NURTURING AND DRIP CAMPAIGNS

Nurturing leads with relevant, targeted content - **mapping marketing efforts to the prospect's buying phase and providing the information and answers they need at an appropriate cadence.** This is where marketing automation earns its keep. It can help with lead scoring, segmentation, nurturing and drip campaigns to turn MQLs into SQLs.

Tactics Include:

- Emails
- Product content
- Thought leadership content
- FAQs
- Webinars
- Case studies
- Remarketing/Retargeting

# THE VALUE OF LEAD SCORING

Lead scoring is ranking a lead's interest level and sales readiness.

**Lead scoring can be carried out by:**

- Marketing

- Sales and Marketing together

- Marketing Automation (MA) software



# QUALITY VS. QUANTITY

**More unqualified leads do not necessarily = more revenue.**

Remember why you're generating leads. Companies can get so focused on lead generation that they begin to see it not as a means to an end, but as an end in itself.

It's time to focus on the quality of leads, rather than the number of leads handed over to sales. By increasing the percentage of MQL and SQL leads that convert to customers, you won't have to generate more and more unqualified leads to drive revenue.



# ROAD BLOCK:

The rivalry between sales and marketing can be a big road block: only 22% of organizations believe that sales and marketing are tightly aligned.

(HubSpot)

# DANGERS OF UNQUALIFIED LEADS

When marketing gives every lead to sales, sales ends up spending all their time qualifying and sifting through low-quality leads, and they may give up or miss the high-quality ones.

## Then what happens?

- Sales becomes discouraged and stops following up

- They may miss qualified customers who are ready to buy

- They create a poor customer experience

- They lose faith in marketing

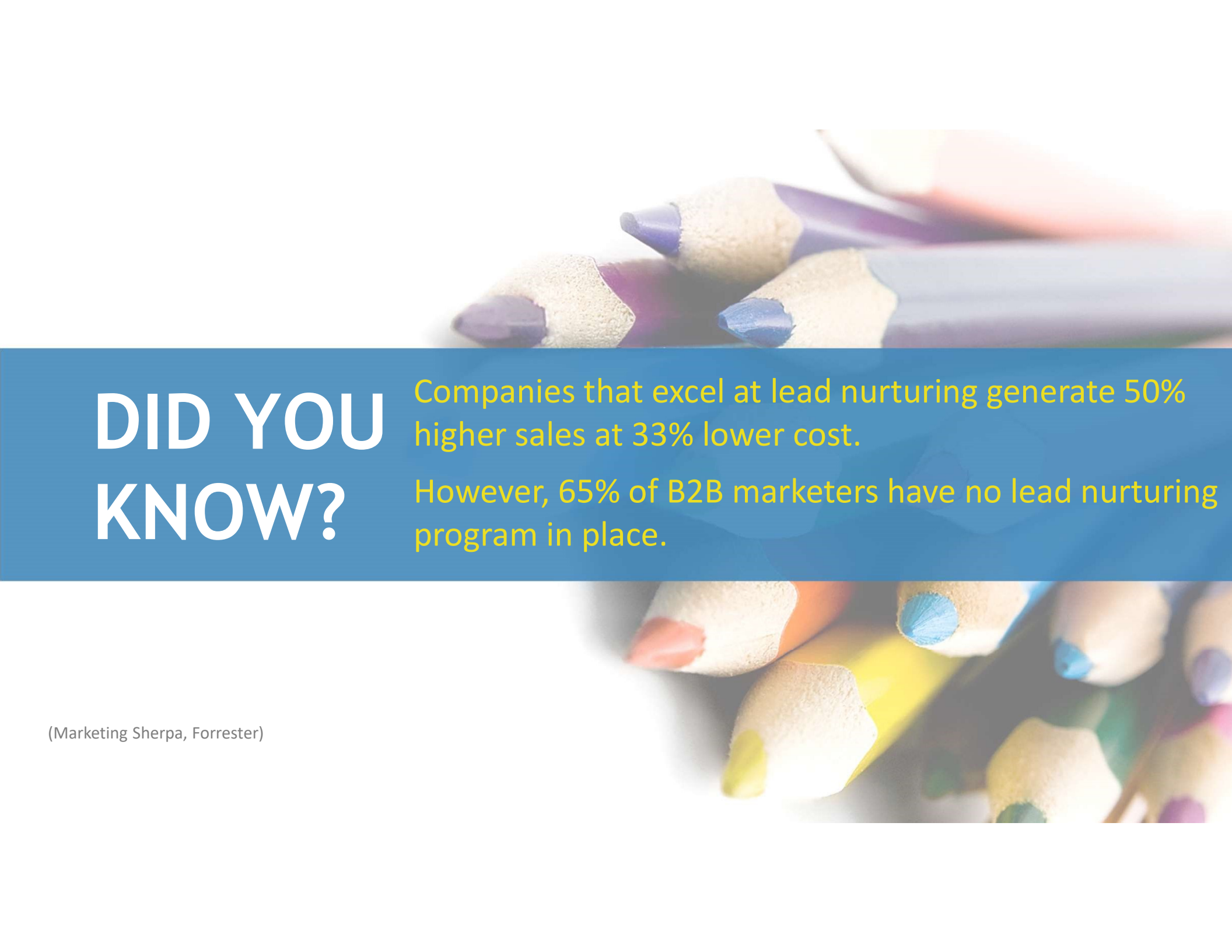
- The finger pointing begins



# POLL:

What percentage of B2B companies validate leads before passing them on to sales?

A. 76%   B. 56%   C. 36%



# DID YOU KNOW?

Companies that excel at lead nurturing generate 50% higher sales at 33% lower cost.

However, 65% of B2B marketers have no lead nurturing program in place.

(Marketing Sherpa, Forrester)

# 5 KEYS TO TURNING LEADS INTO SALES

## 1. DEFINE QUALITY - Generate leads of consistent quality

You can't generate quality leads if you don't have a clear definition of what one looks like. Spend time understanding who your best customer is and then select and evaluate each marketing activity according to that criteria.



# 5 KEYS TO TURNING LEADS INTO SALES

## 2. **PROCESS** - A consistent follow up process equals consistent and predictable results!

Develop and implement a step-by-step, well-defined follow up process. Part of that process must include understanding each customer at that moment in time. This can be achieved by performing a current situation, needs and timing analysis with each lead as soon as it is generated.

# 5 KEYS TO TURNING LEADS INTO SALES

## 3. LONG TERM PLAN - Most leads develop into sales opportunities over time

Accept that 90% of your leads will NOT have an immediate project. You should have an action plan for every qualified lead to effectively cultivate it through the sales funnel. Otherwise, the future sales will be lost.

## 5 KEYS TO TURNING LEADS INTO SALES

### 4. SALES PEOPLE SHOULDN'T FOLLOW UP - They are not the best resource for the job

Assign a separate team to execute the processes defined in Key 2 & 3. This team should work and “own” every lead until an immediate need is defined, whether this takes a day or a year. Only then, pass the qualified opportunity to the sales person to consult & close. This will keep your sales team productive and effective while ensuring no leads fall through the cracks.

## 5 KEYS TO TURNING LEADS INTO SALES

5. **TRACK** - Know and understand what is in your pipeline and the results of your leads

Develop and implement a system - both methodology & sales technology - that will track the leads all the way through the funnel to the final sale. Make this system available to everyone in your organization to use and update.



# Thank you for joining us today!

[www.focus-salesmgmt.com](http://www.focus-salesmgmt.com)

**Darren Rabie**  
President & Founder

[drabie@focus-salesmgmt.com](mailto:drabie@focus-salesmgmt.com)  
416.489.7937

[www.them ezzaninegroup.com](http://www.them ezzaninegroup.com)

**Gayle Kosokowsky**  
General Manager

[gaylek@them ezzaninegroup.com](mailto:gaylek@them ezzaninegroup.com)  
416.276.9885



# Questions?

To ask our speakers a question, type your question into the Questions Panel located in the bottom right portion of the screen.