eBook

Rainmakers Don't Waste Time, They Sell.

Gain 1 Day per Week with LeadGnome.

LEADGNOME

MINING EMAIL FOR LEADS

Priority #1 for Sales: Exceeding Quota

Surpassing sales quotas requires deep account intelligence. How do the best sales people do this? They broaden the number of contacts they have at each account.

Consider the facts...

To close a deal at an account, sales professionals must engage 5.4 people on average.

This means it's essential to understand the roles played by different individuals, ranging from influencers to opponents, decision-makers, and more.

To identify the key people needed to close sales, marketing and sales must expand their reach within every target company.

Unfortunately, this is often easier said than done. As Sangram Vajre, CMO of Terminus and founder of the FlipMyFunnel revolution, states, "This [expanding within target accounts] is a tough one because most marketers are so stuck in the lead-based marketing world that it's not quite clear how we can expand our reach to people and influencers in our target list of companies."

* Source:
https://www.executiveboard.com/blogs/b2b-marketing-why-you-need-mobilizers-and-customer-consensus/

5.4
people, on average, have a role in B2B buying decisions

Penetrating accounts requires more than just email addresses, it requires sales intelligence.

Sales intelligence is essential for:

Cultivating new contacts

Augmenting information about existing contacts

Developing target account maps which identify the five key players and their roles

Increasing connect rates— leverage sales intelligence, such as when key leads will return to the office after vacation or business travel

But here's the Catch-22: Gathering sales intelligence kills sales productivity.

Developing true sales intelligence is time consuming and the work is poorly aligned with the skills and priorities of sales professionals.

Most sales people are already spending too little time selling.

A recent report noted that in 2014, sales reps only spent 33% of their time selling. Close to one third of their time was spent searching for or creating content, and an additional 20% (1 day per week) was spent on reporting, administrative, and CRM-related tasks.

Asking sales professionals to spend more time gathering sales intelligence just doesn't make sense.

Sales reps only spent

33%

of their time selling

What's the solution? LeadGnome

LeadGnome frees the sales team from unproductive work, while generating the information needed to expand reach into key accounts.

- LeadGnome delivers contacts within targeted accounts

- An unfortunate reality for sales is that existing lead records often only include email addresses.

- This is a challenge, since sales development representatives (SDRs) prefer to reach out to leads by phone whenever possible and need richer information to cultivate accounts.

With LeadGnome, the sales intelligence process is fully automated. Email addresses are transformed into phone numbers, names, titles, and critical timing is provided in order to improve connect rates.

Mining Out of Office Replies:
Using Technology and Automation to Overcome the Challenges

LeadGnome automates the process of reviewing response emails and overcomes the challenges associated with human intervention:

- Intelligent analysis "fills in the blanks" in OOO replies. Using natural language processing and data mining, LeadGnome analyzes the information in response emails to produce new leads and other business intelligence. This level of analysis is superior and much faster than any human could accomplish.

- New leads translate to new revenue opportunities. By cultivating the individuals identified through LeadGnome, marketing teams increase the probability that they will opt in to future communications. This broadens the footprint at target companies and deepens engagement, reinforcing key Account Based Marketing (ABM) concepts.

- Savings are delivered to the bottom line. LeadGnome is far more economical than paying a marketing analyst to manually review response emails. The payback period for the LeadGnome service is less than one month.

Generates new account-specific leads	Schedules follow-up with target's return from OOO	Mines additional data (title, role, company, phone, etc.)	Derives format for corporate email addresses	Links OOO email to specific marketing campaign

Automatic reply: Register for our Big Data webinar

From: John.Doe <John.Doe@acme.com>
To: Marketing@vendor.com
Subject: Automatic reply: Register for our Big Data webinar

I'll be out of the office **Monday, October 21 through Friday, October 25**, and back in the office on Monday, October 28. For urgent IT issues, please contact **Jane Smith at extension 114**. For contract needs, please email our **inside counsel, Bob Jones, at bob.jones@acme.com**.

Best,
John Doe

Senior Vice President of IT
Acme Corporation
555-555-5555 x101 (w)
444-444-4444 (m)
John.Doe@acme.com
www.acme.com

6 Ways LeadGnome Empowers Sales Teams

1. **Sales teams focus on selling, not data entry.** With LeadGnome, sales teams no longer have to manually collect contact information from response emails. This frees time for what sales professionals do best—selling.

2. **Deeper penetration of target accounts is a reality.** LeadGnome delivers contacts within each salesperson's target accounts. This enables surround selling and provides greater depth and breadth of account coverage.

3. **Target account mapping helps teams navigate the sales landscape.** LeadGnome provides sales intelligence, such as new contacts and their titles. This information helps sales professionals determine the relationships between key players within an account, as well as the roles individuals play, such as influencer or decision-maker.

4. **More comprehensive contact information boosts account connect rates.** LeadGnome transforms email addresses into more complete contacts by identifying and gathering missing lead record data, like phone numbers and titles. In addition, LeadGnome delivers more contacts within target accounts and identifies when contacts are returning to the office, which means SDRs are more likely to connect with leads.

5. **Increased account penetration accelerates the sales cycle.** As more players are identified within an account and relationships are built, sales professionals are better positioned to address the needs and concerns of all the influencers.

6. **Cold calls become warm calls.** LeadGnome provides sales teams with the information needed to determine the right time to call leads, the subject of the original email for reference, and whenever possible—the reason that a lead was out of office.

LEADGNOME

MINING EMAIL FOR LEADS

Don't waste time gathering and recording sales intelligence. Start using LeadGnome and gain one day a week! Take control of your prospecting and gain insight into the influencers within key target accounts.

Register today for a free trial
and reduce the time spent gathering sales intelligence, increase connect rates, and close more deals!

info@leadgnome.com | **leadgnome.com**

FREE TRIAL