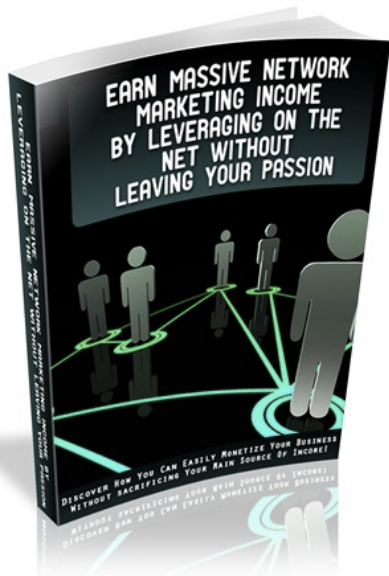
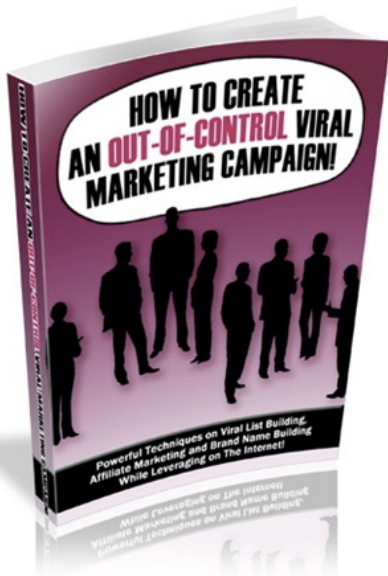


How to Actually **Align Your Sales and Marketing Teams** (and Stop Wasting Leads)





xdesigns | xinch.com.my



xdesigns | xinch.com.m



xdesigns | xinch.com.my



IMAGE

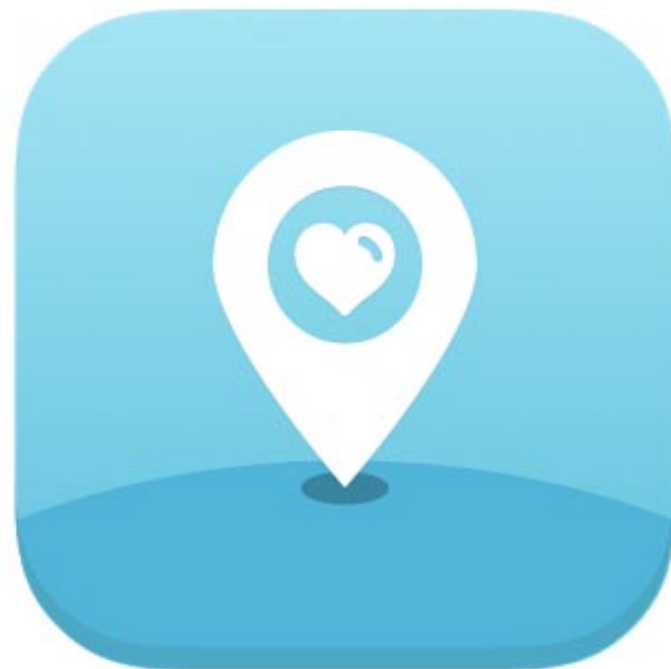


REALITY



| | |
|--|---------|
| MailChimp Autoresponder has been sent, 7 ways to deal with a woman's counter defense... - eBook YourWing | 3/29/13 |
| MailChimp Autoresponder has been sent, 5 ways to be a GREAT wingman (hilarious vid) - eBook YourWingCl | 3/28/13 |
| MailChimp Autoresponder has been sent, IMPORTANT: Have you read this yet, << Test First... - eBook YourW | 3/27/13 |
| MailChimp Autoresponder has been sent, This couldn't be more perfect for you... - eBook YourWingChick (HP | 3/26/13 |
| MailChimp Autoresponder has been sent, The "magic pill" of male confidence - eBook YourWingChick (HP) Yc | 3/25/13 |
| MailChimp Autoresponder has been sent, This shit is crazy! (watch this vid) - eBook YourWingChick (HP) You | 3/24/13 |
| MailChimp Autoresponder has been sent, 3 morning confidence injections for daily use - eBook YourWingChic | 3/23/13 |
| MailChimp Autoresponder has been sent, What to wear when approaching a hot girl (New po... - eBook YourV | 3/22/13 |
| MailChimp Autoresponder has been sent, Lessons from the Fresh Prince of Bel Air (LOL) - eBook YourWingC | 3/21/13 |
| MailChimp Autoresponder has been sent, Why a "Maybe" is good enough... - eBook YourWingChick (HP) You | 3/20/13 |
| MailChimp Autoresponder has been sent, Questions you were too afraid to ask... - eBook YourWingChick (HP | 3/19/13 |
| MailChimp Autoresponder has been sent, 7 ways to deal with a woman's counter defense... - eBook YourWing | 3/18/13 |
| MailChimp Autoresponder has been sent, Can't seem to find any single women? - eBook YourWingChick (HP) | 3/18/13 |
| MailChimp Autoresponder has been sent, 5 ways to be a GREAT wingman (hilarious vid) - eBook YourWingCl | 3/17/13 |
| MailChimp Autoresponder has been sent, Is this the "type" of guy you want to be? - eBook YourWingChick (HI | 3/17/13 |
| MailChimp Autoresponder has been sent, IMPORTANT: Have you read this yet, << Test First... - eBook YourW | 3/16/13 |
| MailChimp Autoresponder has been sent, What women actually want from you, << Test First... - eBook YourW | 3/16/13 |
| MailChimp Autoresponder has been sent, This couldn't be more perfect for you... - eBook YourWingChick.com | 3/15/13 |







NEXT
ACADEMY

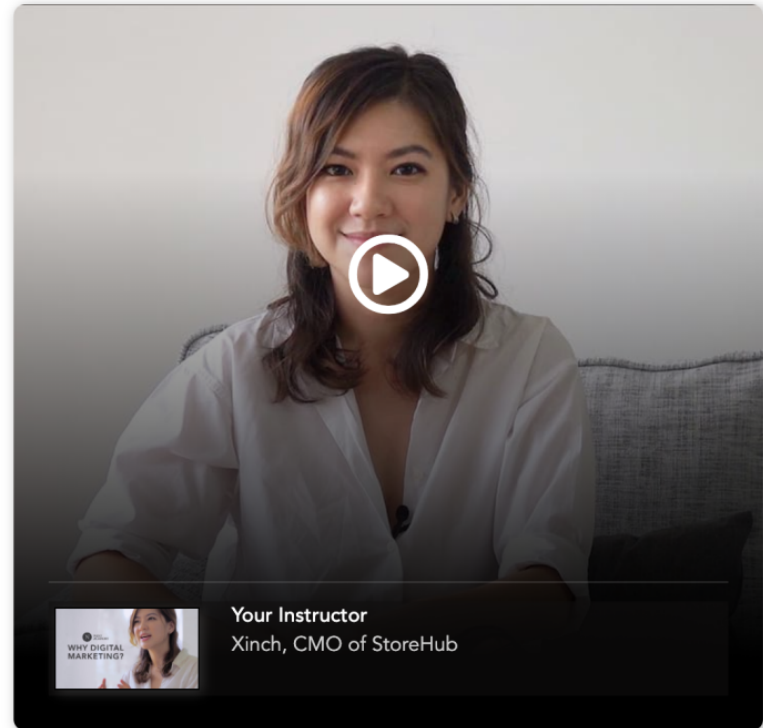
Ready To Learn?

The internet has changed the way businesses are conducted. You can now reach out to customers from all over the world easily if you know how to leverage on the internet's full potential.

In **12 weeks**, master in-demand skills and obtain a **360-degree understanding** of the digital marketing ecosystem. Receive real-world experience in digital marketing that will ready you for a career in digital marketing or accelerate your company's growth.

Career Pathways

eCommerce marketer, online marketer, digital marketer, roles that requires any specialisation within digital marketing



STOREHUB



You have so many leads now! You're not selling properly!

I might have 100 leads, but 99 of them suck!



**The 80/20 rule!
We cannot market to 1
person, we have to
target the majority!**

**Your marketing
campaigns are not
relevant! You don't
know what's
happening on the
ground!**



Sales & Marketing departments
often have the **same goal** =
Growing revenue. Increasing
profits.

#1

Provide a shared background of obviousness.

1. Shared Ideal Customer Profiles (ICPs)
2. Customer journey maps
3. Clear lead qualification criteria
4. Goals for each stage
5. Individual roles & responsibilities

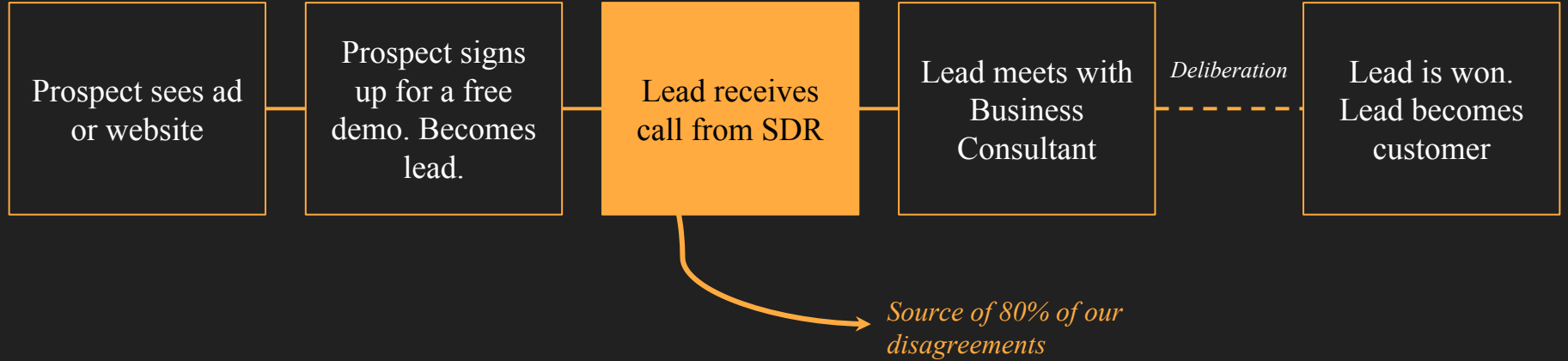


#1A

Create a **shared customer journey** map



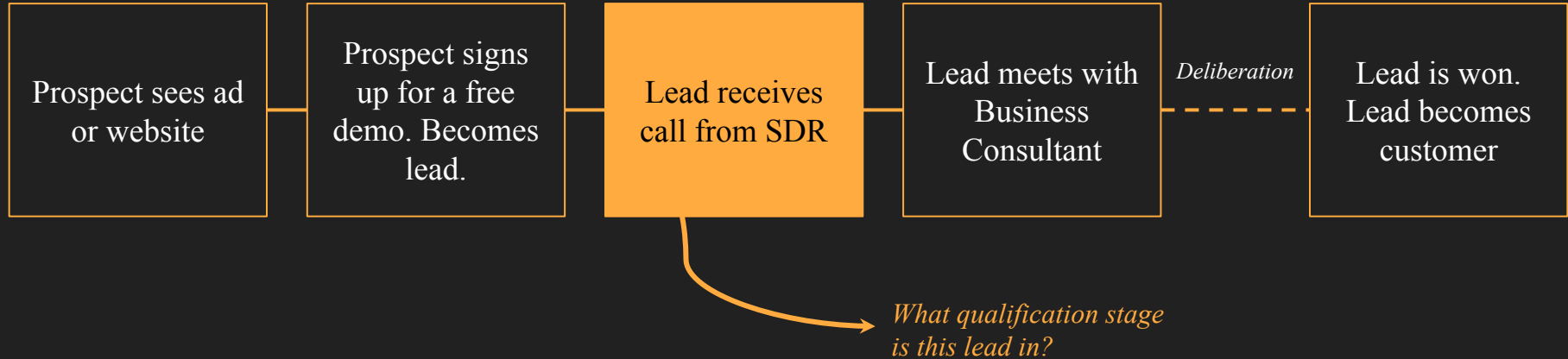




#1B

**Clearly define lead qualification
criteria**







Marketing Qualified Lead (MQL)

“A lead who has been deemed more likely to become a customer compared to other leads.”

Sales Qualified Lead (SQL)

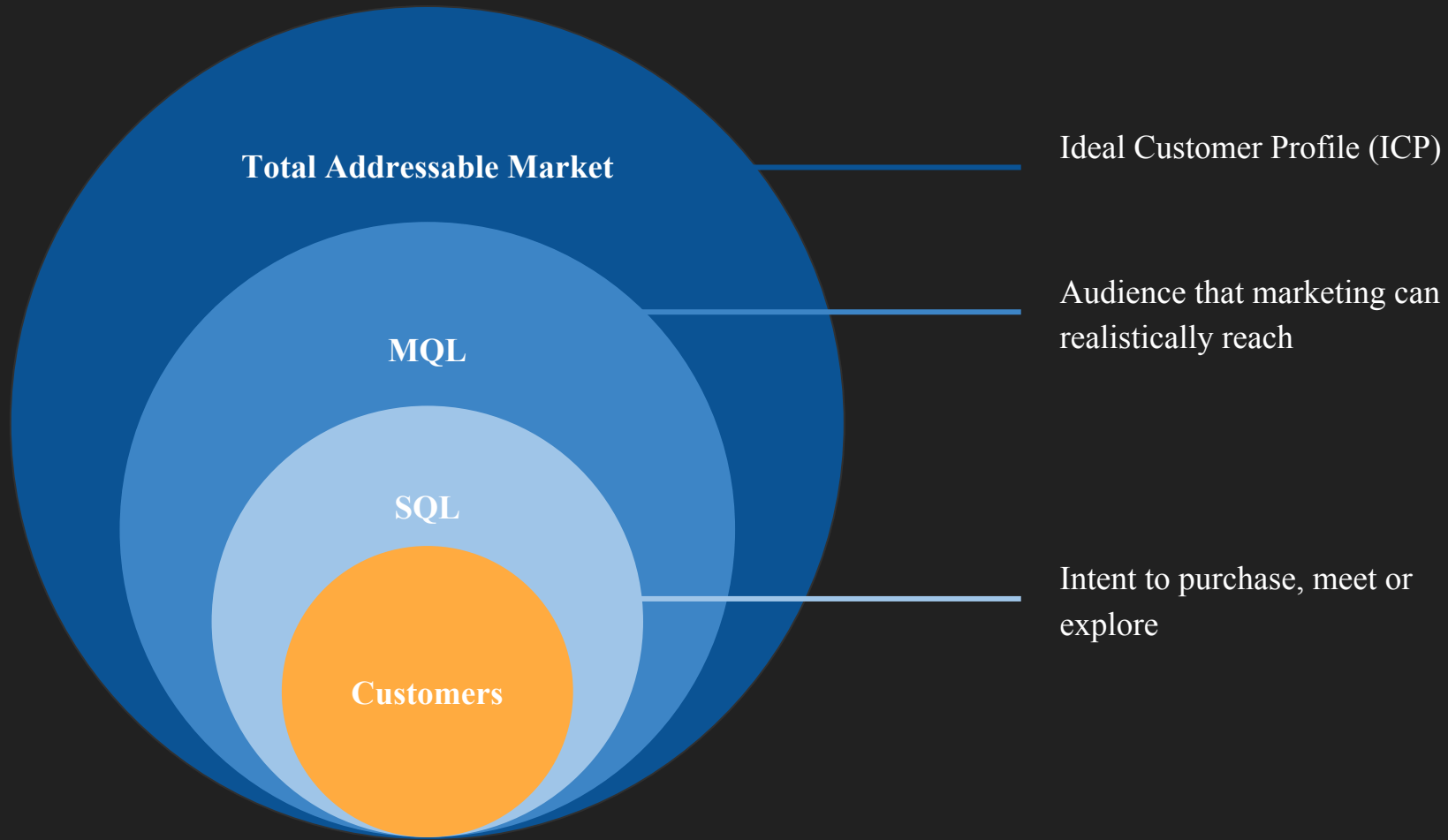
“A lead who has indicated that they are ready for a direct sales follow up.”



Qualifier Frameworks

- **BANT** - Budget, Authority, Need, Timeframe
- **MEDDIC** - Metrics, Economic Buyer, Decision Criteria, Decision Process, Identify Pain, Champion
- **CHAMP** - Challenges, Authority, Money, Prioritization
- **ANUM** - Authority, Need, Urgency, Money
- And a lot more





MQL & SQL

Marketing Qualified Leads (MQL)

- **New business** opening \leq 3 months; **OR**
- **Existing business** under any of these industries:
 - **Retail, F&B and Services** (refer to definition)

Sales Qualified Leads (SQL)

- **New business** opening \leq 3 months; **OR**
- **Existing business** under any of these industries:
- **Retail, F&B and Services** (refer to definition)

AND mentioned one of these;

- Want to **upgrade** from their current state;
- **Want a meeting**

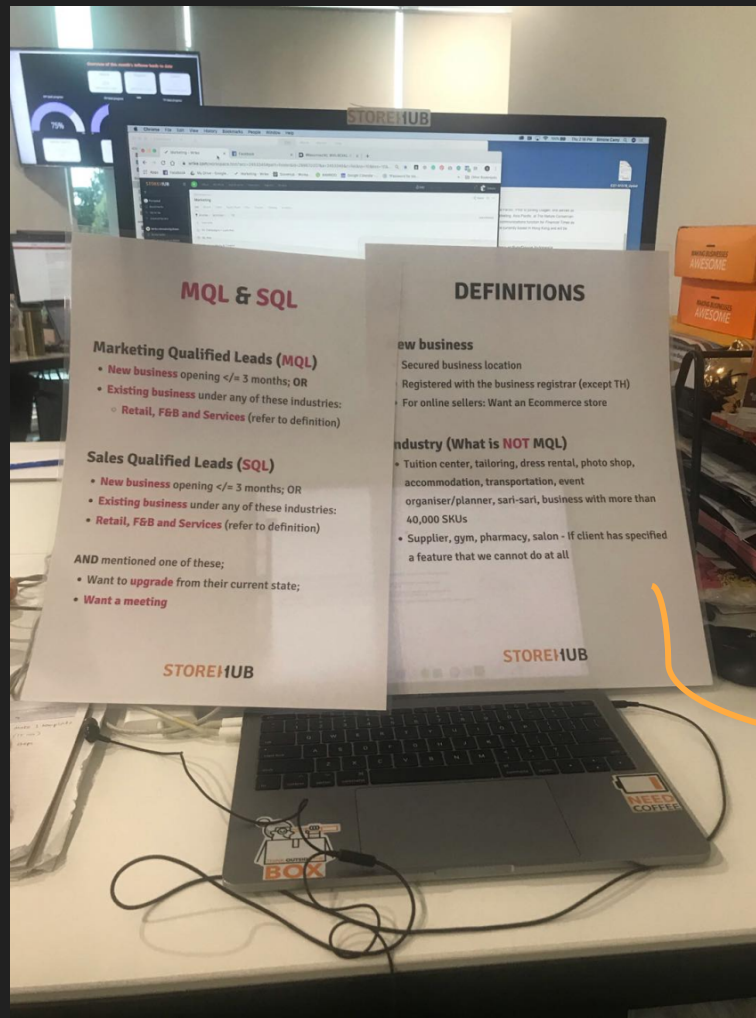
DEFINITIONS

New business

- Secured business location
- Registered with the business registrar
- For online sellers: Want an Ecommerce store

Industry (What is **NOT** MQL)

- Tuition center, tailoring, dress rental, photo shop, accommodation, transportation, event organiser/planner, sari-sari, business with more than 40,000 SKUs
- Client has specified a feature that we cannot do at all
- Wholesaler, gym, pharmacy, salon - subjected to needs/requirements



*PDFs are not enough.
Print em out
everywhere.
These are your SLAs.*

#1C

Clearly define goals, roles & responsibilities.



Goal: Increasing conversions
PIC: Marketing

Goal: Verifying lead quality.
Pushing to next stage
PIC: SDR (Sales)

Goal: Closing sale
PIC: BC (Sales)

Prospect sees ad
or website

Prospect signs
up for a free
demo. Becomes
lead.

Lead receives
call from SDR

Lead meets with
Business
Consultant

Deliberation

Lead is won.
Lead becomes
customer

Lead lost due to
quality

No

*Is this a Marketing
Qualified Lead?*

Yes

Lead nurture
funnel

No

*Is this a
Sales Qualified Lead?*

Yes

Customer is
onboarded

Goal: Increase
MQL>SQL
conversion.
PIC: Marketing

Goal: Feature adoption,
success
PIC: Customer Success
Manager

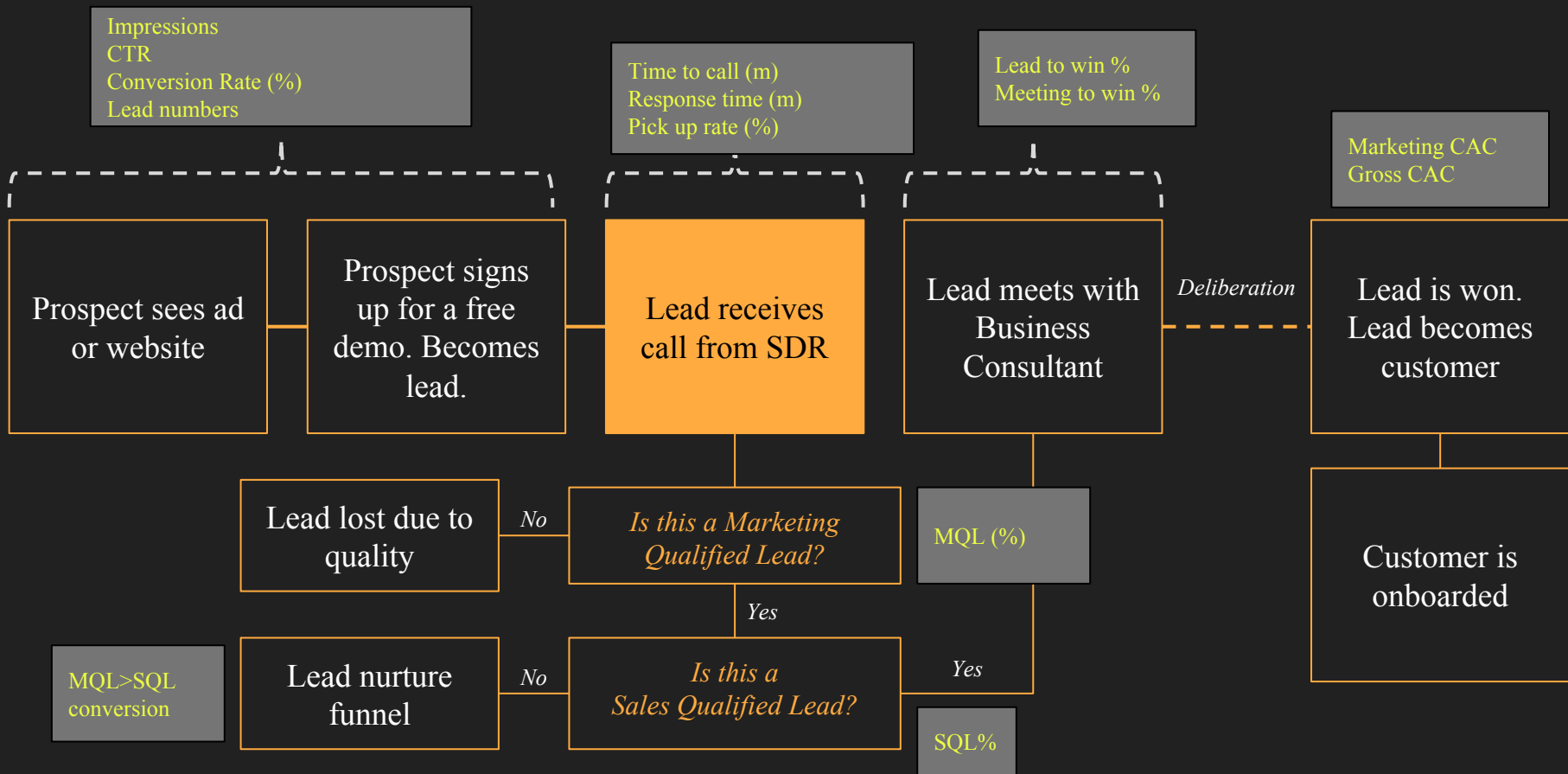
A shared background of obviousness
provides your teams with a foundation to
scale. Without it, conflict arises.



#2

Measure and track... then **make**
it obvious.





How can we align on these metrics and **hold each other accountable?**



| A | B | C | D | E | F | |
|----------------------------|----|-------------|------------|-------------|-------------|---|
| Country (MY) | MY | | | | | |
| Week | | 15 | 14 | 13 | 12 | |
| Week Beginning | | 26 Nov 2018 | 3 Dec 2018 | 10 Dec 2018 | 17 Dec 2018 | 2 |
| Spend | | | | | | |
| Leads | | | | | | |
| MQL | | | | | | |
| % MQL | | 48% | 42% | 52% | 46% | |
| Improvement | | #DIV/0! | -13% | 25% | -12% | |
| SQL | | | | | | |
| % SQL | | 29% | 26% | 30% | 28% | |
| Improvement | | #DIV/0! | -12% | 17% | -6% | |
| MQL > SQL Conv Rate (%) | | 61% | 62% | 58% | 62% | |
| Meetings Scheduled | | | | | | |
| % Meetings Scheduled | | | | | | |
| Yet To Be Scheduled | | | | | | |
| % Yet To Be Scheduled | | | | | | |
| Won | | | | | | |
| % Won | | 10% | 12% | 8% | 13% | |
| Open | | 0 | 2 | 2 | 0 | |
| % Open | | 0% | 1% | 1% | 0% | |
| Won / Meetings Scheduled | | | | | | |
| Cost per Lead | | | | | | |
| Cost per MQL | | | | | | |
| Cost per SQL | | | | | | |
| Cost per Meeting Scheduled | | | | | | |
| Cost per Won | | | | | | |

Shared dashboards

- Lead cohorts

| Day | MQL% | MQL To Meeting % | Meeting To Win % | Leads to Meeting % | Leads to Win % |
|-----------|------|------------------|------------------|--------------------|----------------|
| Wednesday | 65% | 34% | 57% | 22% | 13% |
| Monday | 65% | 37% | 50% | 24% | 12% |
| Thursday | 65% | 36% | 53% | 23% | 12% |
| Friday | 62% | 37% | 53% | 23% | 12% |
| Saturday | 61% | 35% | 44% | 21% | 9% |
| Tuesday | 60% | 36% | 55% | 21% | 12% |
| Sunday | 58% | 26% | 35% | 15% | 5% |
| Total | 63% | 35% | 51% | 22% | 11% |

Shared dashboards

- Lead cohorts
- Lead conversions



Hi everyone, good evening. Here's our feedback for today's inbound lead quality:

1. No pickup / unable to take calls (enrolled to sequence and tasks are created) - 22 %
2. Qualified leads but needs further follow-up after speaking to business partners/decision makers before scheduling the meeting - 16 %
3. Qualified leads to meeting scheduled - 40 %
4. Recurring payment too expensive - 3 %
5. Bought Ocha - 3 %
6. Internal testing - 3 %
7. Invalid Number - 7 %
8. Opening only after 3 month - 3 %
9. Just Browsing Around - 3 %

Inbound # of meetings scheduled: 23

Shared dashboards

- Lead cohorts
- Lead conversions
- Lost reasons report



| <div> Today < > October 2019 <div> <div> <div></div> <div></div> <div></div> </div> <div> Month </div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div> STOREHUB </div> </div> </div> | | | | | | |
|---|-----------|---|---------------------|-------------------------------|----------|----------|
| SUN 29 | MON 30 | TUE Oct 1 | WED 2 | THU 3 | FRI 4 | SAT 5 |
| | | | 9am PRESMA Annual M | Innovation Thailand Expo 2019 | | |
| 6 | 7 | 8 (MY) Lazada WeCommer | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 10am Future SME Conference 2019 by RHB 1pm StoreHub X Netsui | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 CEO Forum 2019 - PG | Nov 1 | 2 |

Shared dashboards

- Lead cohorts
- Lead conversions
- Lost reasons report
- Event calendars






#3


Disciplined cadence of conversations



Don't leave communication to chance. Plan it out.









MY/TH/PH Marketing Update



Monday, November 4 · 3:30 – 4:15pm
Weekly on Monday





10 Boulevard 3 KLCC Zoom ID 777-589-1318 (10) [TV, 1





9 guests
5 yes, 1 no, 3 awaiting





xinch@storehub.com
Organizer





Gregory Chang





Am - Phatchanant Sangsingkeo




Ball - Sataporn Lertkamala




Simone Camy




Angel de la Pena
Declined because I'm out of office




Khoi Quang Ta




Kunpot Suriwong



Sheng Jun Koo



10 minutes before



Xinch 🤖

Cadences of conversations

- Weekly huddles





Marketing Comms

Open Group

About Posts Files More ▾

Search group...



YongSheng Yap

September 12 · Add Topics

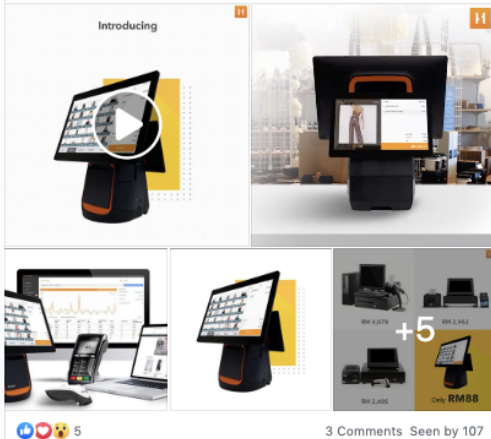
StoreHub Alpha Launch

New hardware, new campaign, new promo.

Yay.

...

[See More](#)



👍❤️😄 5

3 Comments Seen by 107



Like



Comment



Share



Cathryn Ngo RM8.80 or RM88?

Like · Reply · 6w



YongSheng Yap replied · 1 Reply



Fawn Lim Nurul Eva Cathryn Ngo Peige Tan Julian Ng Jevon Cheng John Reuben Alex Tan

Like · Reply · 6w



Write a comment...



About

Description

Marketing ads, emails, website changes for everybody's attention.

Members (130)

+ Find and add members



Share An Invitation Link

<https://fb.me/g/19Jphr1fD/B8Gv4u2x>

Suggested Members



Jill Low

Add



Elwin Chia

Add



Joe Fong

Add

Add Topic Tags to Posts

Organize your group posts for easier searching and filtering.

Try Topic Tags

Shared In This Group

Files



StoreHub: Ad Mockups 20191016

PeiNing Lee · 10/17/19, 3:01 PM



StoreHub: P2000 Hardware Ad Mocku...

PeiNing Lee · 10/10/19, 2:50 PM



StoreHub: Ad Mockups 20191004

PeiNing Lee · 10/7/19, 12:23 PM


Media



Cadences of conversations


- Weekly huddles
- Marketing comms






PH - Marketing

PeiNing Lee, Toni Bautista, Gre...



TH - Marketing

PeiNing Lee, Gregory Chang, P...






MY - Marketing

PeiNing Lee, Kerry Davis, Greg...

Cadences of conversations

- Weekly huddles
- Marketing comms
- Chat groups

MY - Marketing




Gavin Neo

Hi Marketing team, good morning. Will it be possible to increase the number of leads for JB? Currently, there are 3 JB BCs who are fully ready to take meetings already, and 2 more new JB BCs who should be starting to take meetings next week as well.

So with a total of 5 BCs, the number of leads for JB is not enough to go around for everyone.

Just for reference:

- 1) We have 32 leads created this month for Johor (not JB-specific)
- 2) Out of the 32 leads, 10 meetings have been scheduled (to clarify, there may still be leads from previous month which may convert to meetings, but using this number as a gauge)

Gavin Neo


| ads : State | ds : State |
|-----------------------------------|-----------------------------------|
| 1 month so far Frequency: Daily | 1 month so far Frequency: Daily |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

OCT 11, 2019, 3:31 PM

@Fawn Lim can you organize for @YongSheng Yap and @Kavita Kaur Gill to do some BC shadowing the

+


Add People



Gregory Chang

Head of Sales • StoreHub


Admin



Kerry Davis

Head of Operations • StoreHub


Admin



Xin-Ci Chin


Head of Marketing • StoreHub

Admin




Brenda Lim

Sales Operations Associate • StoreHub




Fawn Lim

Sales Coordinator - Team Lead • StoreHub




Gavin Neo

Business Consultant Team Lead • StoreHub




Justin Oon

Data & Optimization Specialist • StoreHub




Kavita Kaur Gill

Offline Marketing Manager • StoreHub




Kris Ta

Digital Marketer • StoreHub




Nurul Eva

Sales Coordinator • StoreHub




Pond - Tippayavut Kovanthanakul

Sales Operations Manager • StoreHub




ShengJun Koo

Sales Manager (Malaysia) • StoreHub




Simone Camy

Project Manager • StoreHub



YeeLin Thum

Social Media & Content - Team Lead • StoreHub



YongSheng Yap

Online Advertising Specialist • StoreHub

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9. Just Browsing Around - 3 %


Inbound # of meetings scheduled: 23

Cadences of conversations

- Weekly huddles
- Marketing comms
- Chat groups
- Lead quality reports









Monthly 1:1 - Greg/Xinch


Friday, November 1 · 1:30 – 2:30pm
Monthly on the fourth Tuesday




10 Boulevard-3-Penang (6)




2 guests
2 yes



Gregory Chang
Organizer



xinch@storehub.com



Agenda: This is a general catch-up to assess and review what is needed between Marketing and Sales to achieve aligned outcomes.

1. Reviewing past outcomes and creating new ones if needed.
2. Come up with shared initiatives to achieve those outcomes.

Cadences of conversations

- Weekly huddles
- Marketing comms
- Chat groups
- Lead quality reports
- HOD syncups

Implement... then constantly re-evaluate
your communication cadences.



#4

Allow your team to **play to your strengths.**





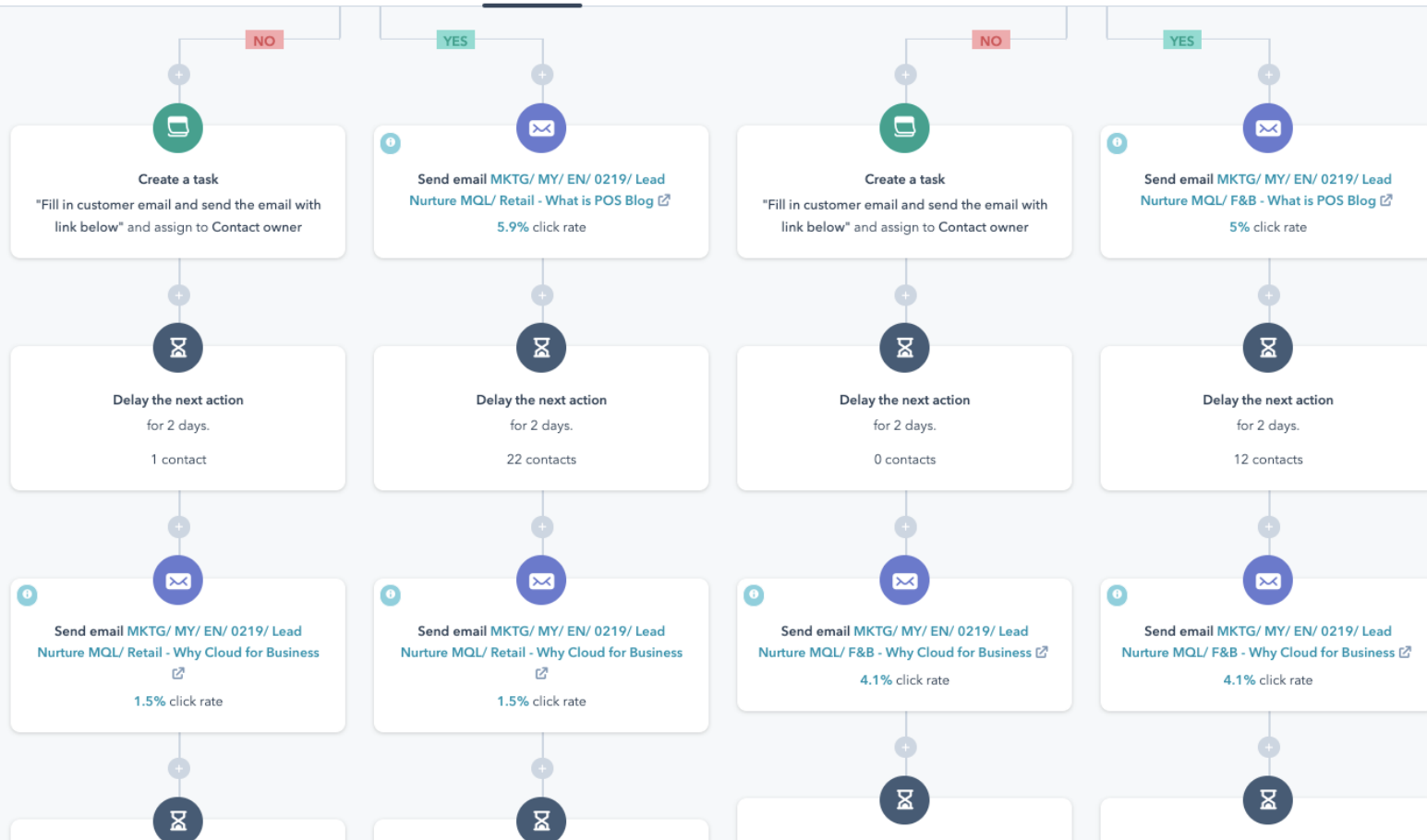
| | Superpowers | How to apply? |
|-----------|---|--|
| Marketing | <ul style="list-style-type: none"> - Demand generation - Wordsmithing - Producing lickable visuals | <ul style="list-style-type: none"> - Generate value propositions - Content toolbox (case studies, ebooks) - Write irresistible sales sequences & comms |
| Sales | <ul style="list-style-type: none"> - Persuasion tactics - X-ray vision through BS - Listening | <ul style="list-style-type: none"> - Competitor analysis validation - Value proposition refining - ICP validation - Nailing the product offering - Objection resolution |

Actions

Settings

Performance

History



Hey there,

I'm Natalie, a business consultant at StoreHub.

From what I've been told, you've spoken to one of my teammates and may have asked for more info.

I speak to 11-15 business owners a day, and you might be familiar with some of the questions they ask me (especially the last one!):

"A cash register to generate receipt is not sufficient?"

"Is pen & paper stock take good enough?"

"Will Lazada and Shopee steal my business away?"

That's why, I wanted to share this short article with you:

READ IT HERE

It'll only take 4 minutes to read, and it's about the ["7 Top Reasons Why Your Retail Business Needs A POS System"](#).

Let me know what you think!

Cheers,
Natalie

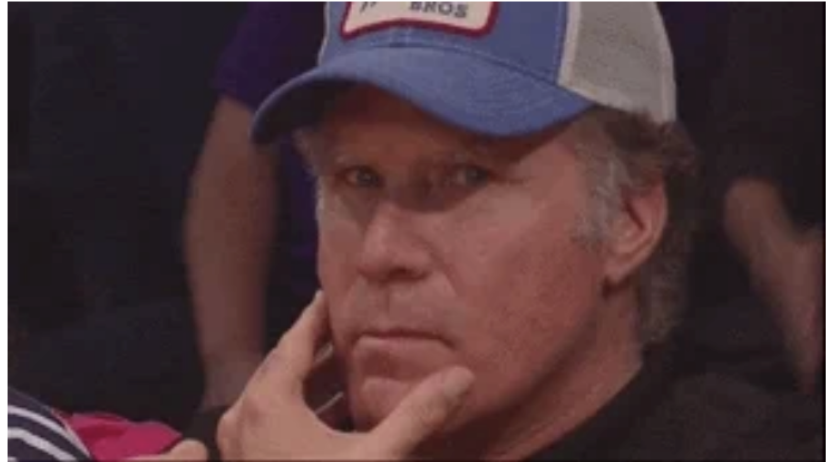
PS: If you'd like to explore StoreHub for your store, just reply to this email to get in touch.

7 Top Reasons Why Your Small Business Needs A POS (Point Of Sale) System

A powerful business management solution such as a POS system is important for any small business owner – retail or F&B. And you've probably heard of the term POS or point-of-sale somewhere before. So what are the benefits of a POS system? And does your small or medium business even need one?

Not to worry, we're here to answer all these questions for you with our handy dandy list of reasons why your business absolutely needs a powerful cloud-based POS system!

But first... What's a POS system?



via GIPHY

So a POS or point-of-sale system is the combination of software and hardware that is used to centralise business management. Point-of-sale refers to the point of where the sale happens.

| Unique Selling Proposition (USP) | Value Proposition (VP) | |
|---|--|--|
| 1 system for everything your store needs (POS, Reports, Inventory, Loyalty, Employee management, Ecommerce, Payments) | Accurate employee timesheet tracking - minimize overclocking | |
| POS system that does not take up space & looks good | Automate manual chores such as supplier reordering | |
| Straightforward and easy to use - minimal staff training | Automatic stock tracking - save time & manual labor | |
| Works well even when the internet is down | Get notified when you are low in stock so you know when to restock | |
| Excellent starter system for first-time entrepreneurs | Get started immediately (easy setup) | |
| Very affordable to get started with - no high upfront cost | Maintain healthy cashflow by reducing deadstock | |
| Excellent for single, growing businesses or for multiple stores - don't need to change system | Monitor business health from any device, anytime, anywhere | |
| Easily sell offline and online (omnichannel integration) | Send promotional SMS out in a few taps to boost sales | |
| Free Ecommerce platform | Tailor products & promotions to customer buying history | |
| Manage online & offline inventory from one single database | | |
| Zero-coding/programming to start online store | | |
| Sync and manage multiple stores under one platform | | |
| the only BIR accredited iPad POS in PH (Philippines) | | |
| Benefits | Features | Guarantees |
| 1 system for everything your store needs | Live sales reports by hour, day, month, etc | 14 day free trial (software only) |
| Accurate employee timesheet tracking - minimize overclocking | * Best selling product reports | Free onboarding training for you & your staff |
| Automate manual chores such as supplier reordering | * Inventory reports | Free support 7 days a week (phone, email, whatsapp, live chat) |
| Automatic ingredient tracking - save time & manual labor | * Promotion reports | Full warranty on all hardware |
| Easy to scale from 1 store to 10 | * Employee reports | Interest-free installment plan |
| Get notified when you are low in stock so you don't run out | * Shift reports | Lifetime free updates |
| Get started immediately (in 1 day) | | Speak to a human being, not a machine |
| Maintain healthy cashflow by reducing deadstock | CRM functionality built-in | |
| Monitor business health from any device, anytime, anywhere | * Customer tracking | |
| POS system that does not take up space & looks good | * Bulk SMS notification | |
| Send promotional SMS out in a few taps to boost sales | * Promotions tracking | |
| Tailor products & promotions to customer buying history | | |
| Train staff to use it in less than 1 hour | Inventory management | |
| Works well even when the internet is down | * Inventory tracking | |
| | * Automatic ingredient tracking | |
| | * Low stock warning | |
| | * Stock reordering | |



Sales process

Leads Handling

- Leads channels: Facebook, Line, Call in
- Response time: Facebook - 10 seconds, Call in - 3 seconds
- Lead management is done in the HQ (Bangkok) and assign to sales team according to provinces
- If number is given to the operators (FB/Line@), BC will call back

(Seems that they only have a call center for support or operation, no SC)

Communication

- Call in - No hard selling and no standardised script. Ended the conversation with "feel free to ask for brochure"
- FB - No hard selling and script, just provided information in a template

(It felt like I was not given enough care as I mentioned that I was planning to open my business in the next month)

Follow Up

- No active follow up, I had to follow up instead

Marketing provides macro view and focuses on total addressable market.

Sales validates assumptions & builds 1:1 relationship with customers.



We **hypothesize** a lot.
And then we **test** even more.
If it doesn't work, **try again**.



Xin-Ci Chin (Xinch)



Head of Marketing @ StoreHub