

Sales Lead Quality:

The Key Ingredient to Any Successful Sales
and Marketing Campaign

An Extended Presence White Paper
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In today's turbulent economy, with most sales and marketing teams striving to build a robust sales pipeline regardless of industry, it is more important than ever before to effectively identify appropriate target audiences and gain insights about their needs, buying patterns, budget process and current infrastructure.

But how best to obtain quality leads and contacts?

HOW WELL DO YOU KNOW YOUR PROSPECTS?

The most successful companies today can answer key questions about their prospects, including: What is their budgeting process, buying habits, buying influences, installed infrastructure, and current state of the company? But getting to this point isn't easy. It takes time and requires significant effort.

The harsh reality is that most sales and marketing teams struggle to identify key decision makers and buying influencers at their target companies and within specific vertical industries. This, of course, is even more so the case if a company is expanding into new markets.

Without good data to shed light on the target customer's buying behaviors (e.g., understanding why they buy one product or service over another), budgeting process and the competitive landscape, the chances for solid demand generation results are greatly diminished.

Based on our nine years of experience and managing over 900 campaigns, we have seen time and again that companies that do not have accurate contact prospect information or insight into the prospect's buying process, behaviors and competitive landscape going into a campaign have, on average, 30% less lead production with their demand generation efforts compared to similar companies that do have this valuable information.

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DETERMINE WHICH ACCOUNTS TO TARGET

The obvious, but critical, first step is for sales and marketing to clearly identify the target audience, by company and vertical industry. Are the desired targets previous accounts or new accounts? White space accounts or new verticals? Having this clarity will indicate whether an existing in-house database list might be beneficial or if this data is going to have to be sourced for new target audiences.

Sales will have substantial data on current customers and can readily identify the known key targets, but few reps have actual contact names or any meaningful insight into the inner workings of those companies. Marketing can help gather readily available research about a target company but, like sales, it is unlikely they will be able to identify contacts by name within the target company or be able to accurately assess the company's internal and competitive landscape. This is why most sales and marketing teams turn to outside vendors that specialize in gathering this critical information and intelligence. Such vendors can also help further define the target audience and identify companies that should be added into the client's sales and marketing campaigns.

When expanding into a new market, sales and marketing will certainly need targeted account specific information to better understand the field of potential buyers and then to learn more about their needs and current competitive landscape.

TARGET TITLES FOR KEY CONTACTS

An important question to answer is whether you looking to identify decision makers, key purchasing influencers, business-line managers, sales champions, sponsors, or all of the above? From there you'll want to uncover all levels of contacts, from managers to senior executives. This typically entails identifying target job titles (e.g. manager, director) within specific departments (e.g., IT, Operations, Finance, HR, Legal, Investor Relations, and more).

While every sales rep's ultimate goal is to reach the Director, Vice President and C-level decision makers, it is important not to overlook the importance and value of "sponsors" and "influencers" at target companies. These individuals can have a big impact on the decision maker's selection criteria by offering their opinion on brand reputation and whether they think your product or service will fit into the current environment without causing any service interruptions or problems.



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CHECKLIST FOR EXISTING DATA LISTS

If planning to use an existing internal list for sales and marketing outreach, it is important to understand the source and the age of the list. Was the list developed over time by sales or was it a purchased list? How old is the data and has it been regularly updated over time to keep up with changing contact names and changing departments? Has anyone from sales reviewed it recently to see if there are any companies that should be removed before starting any new sales and marketing campaigns to avoid a potentially embarrassing situation?

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PRIORITIZING TARGET LISTS

Companies today can have enormous database lists, but that does not necessarily imply that all leads are equal.

Sales and Marketing should review the database list and prioritize based on how companies match up to its ideal customer profile. This can often be an overwhelming task, which is why many companies will look to vendors who specialize in data scoring and can help prioritize the top target companies.

CHANNEL OUTREACH

All of these same concerns and challenges apply to the channel. Without identifying a strong database of appropriate target customers, channel sales representatives are going to have more difficulty making sales. And they will likely waste precious time and resources trying to identify and reach the right prospects. Identifying companies that are truly headquartered within a strategic footprint for each channel partner is also very critical for campaign success.

WHAT COMES NEXT?

Before embarking on any lead generation campaign, it is crucial to start with a list of quality leads and contacts for the company's target customers in target industries. Without it, the chances for success will be significantly reduced.

Extended Presence works closely with our clients to help them compile an accurate, robust list of target companies and contacts as the crucial first ingredient of any successful sales and marketing campaign. Our Customized Contact List Development Services helps our clients to develop effective target contact lists. Extended Presence uses a highly effective marketing approach by interviewing key personnel to understand their needs, buying habits, current environment and processes. We extract the information that is important to our client's sales efforts.

By profiling a large group of a client's prospects or a specific industry vertical, we help our clients make real-time strategic decisions that enable sales to more effectively penetrate their target audience based on their needs and buying habits.

Quite simply, we gather the necessary insights and the right contacts to get our clients in front of the right people at the target company when they embark on a sales and marketing campaign. This helps ensure the highest probability for success. Over the past nine years we have refined this process and service to optimize our client's success and results.

ABOUT EXTENDED PRESENCE

Extended Presence is a B2B sales outsourcing company specializing in developing and managing a variety of sales and marketing programs for mid-sized to Fortune 1000 companies. Our focus on quality ensures we deliver leads to clients with strong ROI. Leads that our clients' sales team appreciate receiving from an appointment setting firm recognized for its solid lead generation results.

Since 2002, Extended Presence has conducted over 900 successful sales and marketing campaigns for our clients and created millions of dollars in net-new sales pipeline through qualified introductions and meetings.

Let us deploy our proven capabilities to help your organization's direct and channel sales reps acquire new customers, develop new business relationships, and increase their revenue. Contact us today.



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