How to Improve Lead Generation with Prospecting 2.0

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How to Improve Lead Generation with Prospecting 2.0

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Prospecting 2.0

Living in the cloud....

Focus on the prospects with the highest possibility to purchase

Discover trigger events to identify the right time into the opportunity

Engage prospects with information that’s relevant to current initiatives or urgent business challenges

Become part of the conversation to stay engaged and relevant

Leverage business and social relationships to connect with the right decision-makers
Selling to the Opt-out Crowd

- There are now 16% more decision-makers involved in the sales process, but fewer who actually hold budget dollars.

- According to a recent finding by CSO Insights, 22% of deals are lost because of “no decision.”

- Salespeople are dialing more but connecting less.

- 80% of marketing expenditures on lead generation is wasted because the leads are ignored by salespeople.
Sales 2.0 Tools Overload
“Voicemail is dead. Please tell everyone so they’ll stop using it.” - 
Michael Arrington, founder of TechCrunch
Voice Mail & Email Dynamic Duo

It is essential for these two communications mediums to work together for the following reasons:
- The response rate increases
- They provide a written and verbal footprint of your message
- They are both non-visual mediums and rely on the big 4’s- word choice, tone, organization and pace to get our message across.

Hi Josiane,

This is {your name} and I’m following up from my email and would like to introduce myself and learn more about your training needs.

I can be reached at 415-777-8888.

I look forward to speaking with you.

Hello Josiane,

Thank you for your recent interest in TeleSmart. I’m excited to learn more about your growing needs and share how other prospects in your sector have benefited from our solution.

Please let me know your availability in the next few weeks for a brief discussion. I look forward to connecting with you,
The Multiple Touch Rule

In every sale you should touch (interact with) the customer 8 to 10 times during the sales process. Each time you contact them, you must have a unique value proposition and reason to connect. Review the reasons below and come up with more reasons to touch them:

1. Introductory voice mail
2. Introductory email
3. Marketing sends webinar invitation
4. Webinar voice mail follow-up
5. Webinar email follow-up
6. Marketing sends out new product release
7. Send new case study
8. Send competitive benchmark
9. Appointment request for demo
10. Demo invitation email
11. Demo invitation voice mail
12. Proposal request
According to a recent study, 64% of small business executives said they decide whether or not to open the (email) based on who it’s from. Which of the following subject lines would you open?

1. TeleSmart picks up speed with [COMPANY NAME]
2. TeleSmart makes immediate impact with [COMPANY NAME]
3. TeleSmart overview for [COMPANY NAME]
4. [COMPANY NAME] 2009 News and Alerts from TeleSmart
5. TeleSmart - *Bringing People, Processes, and Systems Together*
6. [COMPANY NAME] 06.12.09
7. Perfect Timing for [COMPANY NAME]
8. Four minutes of your time?
9. Top 3 reasons why companies choose TeleSmart
10. TeleSmart Enhancing User Experience for [COMPANY NAME]
In today’s B2B markets, as mergers and acquisitions continue to dominate corporate environments, more and more people are involved in the decision-making process, but fewer people have power to make a purchase decision. It’s getting harder to find power in an organization because:

1. Web 2.0 Technology Tools: Data Overload
2. Too Many Layers of Management
3. Title Mania
4. Expanding Product Offerings
5. Our prospects have less time and grant less meet
6. Non-linear Organizations
7. Risk Aversion
8. Committee Decisions
9. Educated Buyers
10. Distributed Workforce
Hierarchy of Power?

Kenneth Wolfe
CEO

Tamara Fields
Exec. Asst.

Mark Berenson
CFO

Susan Snow
Purchasing Mgr.

Jill Aldrich
Exec. Asst.

Bob Cash
COO

Maggie Smith
External Mgmt Consultant

Jeff Alden
CTO

George Davis
VP of Technology

Lisa Bentz
Project Manager

John James
CMO

Tom Spaulding
Dir. of E Business

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Mike Moody
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Steve Hendrie
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Social Power?

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Mr. David Thompson
Group President, Information Technology and Services Group
Symantec Corporation

Employment History
Senior Vice President and Chief Information Officer
Oracle Corporation
Managing Director
AXS-One Inc

Officers & Directors Detail
Symantec Corp (Nasdaq)

Thompson, J. David
Brief Biography
Mr. Thompson has served as Group President, Information Technology and Services of Symantec Corporation since January 2005. From February 2000 to January 2005, he had served as Symantec's Executive Vice President and Chief Information Officer. Prior to joining Symantec Corporation, Mr. Thompson was Senior Vice President and Chief Information Officer for Oracle Corporation, a global enterprise software company. From January 1997 to January 2000, before joining Oracle, Mr. Thompson was Vice President of Services and Chief Information Officer at PeopleSoft, Inc., an enterprise application software products company, from 1995 to January 2005.
As the political landscape becomes more complex, the probability of selling to the powerless decision-makers are multiplying daily as departments which traditionally held budgets and decision-makers who had signing authority are quickly disappearing.

Salespeople are finding they are selling to the wrong people otherwise known as the No-Po’s- people who have No Power, No Potential and No Purchase order will ever come from it.

These people hold prestigious titles such as Managers of IT, Systems Analysts, Training Directors and Network Administrators are powerless in terms of budgets.
Finding the Power Buyer
B.A.N.T Dead or Alive?
Sales Ready Leads Criteria

Boiling Hot

100° C  Next Steps
90° C  Budget
80° C  Timeframe
70° C  Competition
60° C  Decision Making Criteria
50° C  Decision Making Process
40° C  Business Needs
30° C  Current Environment
20° C
10° C
0° C  Freezing Cold
Prospecting 2.0 Winning Tips

1. Sales + Marketing = Multiple Touch
2. Increasing Information Consumption
3. Sales Productivity in the Cloud
4. Sell Around Trigger Events
5. Align with the Power Buyers- Get Out of the No-Po Zone
6. Inside Sales is the Sales Engine that Could
7. Take LinkedIn Seriously
8. Take all Sales Tools Seriously
9. Voicemail and Email = The Dynamic Duo
10. Workday begins on Sunday!
Free Book Give Away

Enter drawing for your free book
Prospecting 2.0 Clinic
Contact: www.tele-smart.com