How New Media, Social Networks and Web 2.0 Have Changed Sales

(*And How to Make It Work For You*)

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Sales Goals Have Not Changed

- Increasing wins from new logo prospects
- Top of mind with prospects in ‘buying mode’
- Accelerating in-bound lead generation
- Consistent, sustained lead cultivation
- Increasing sales efficiency and reducing cost/lead

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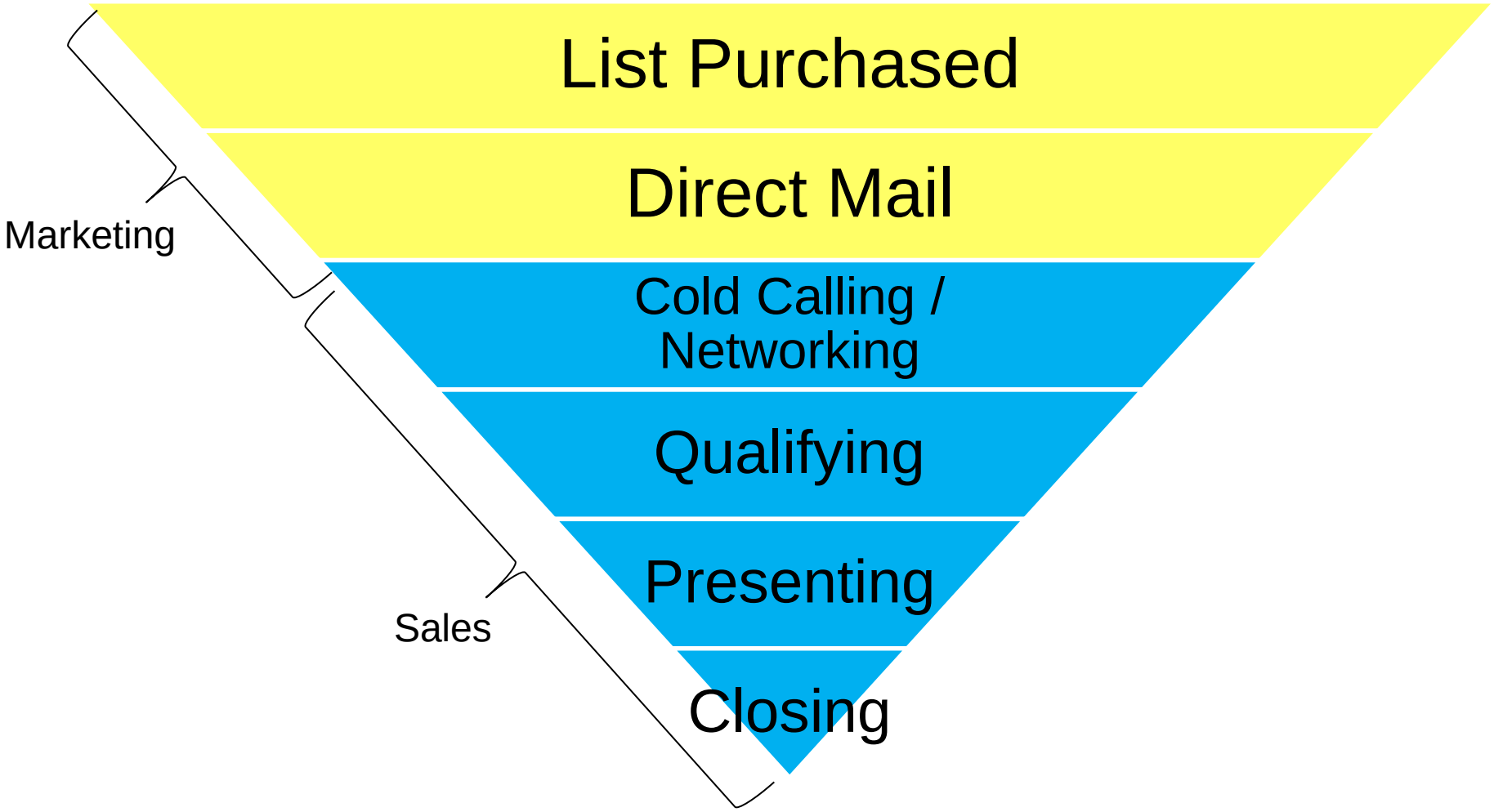
Neither Have Most Sales Models



2009 Results Show Problems and Challenges

2010 Sales Performance Optimization Study

51.5% 2009 % of Reps Making Quota
78.5% Overall Plan Attainment
85.1% Companies Raising Quotas in 2010

- 3,000+ Companies Participated Worldwide, Cross Industry Participation, SMB and Large Enterprises
- 100+ Sales & Marketing Effectiveness Metrics Tracked
- Best Practices Benchmarking on How Sales Teams are Leveraging People, Process, Technology and Knowledge to Address Challenges

CSO Insights

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Why Old Methods Stopped Working

Rapid commoditization, razor-thin margins and international competition pressuring every geography, industry, service, or product

Prospects no longer rely on salesperson to learn about the feature and functionality of a product;

Prospects overwhelmed with offers and overlapping, conflicting, or disconnected value propositions

Mike Drapeau, Executive Vice President
Sales Benchmark Index

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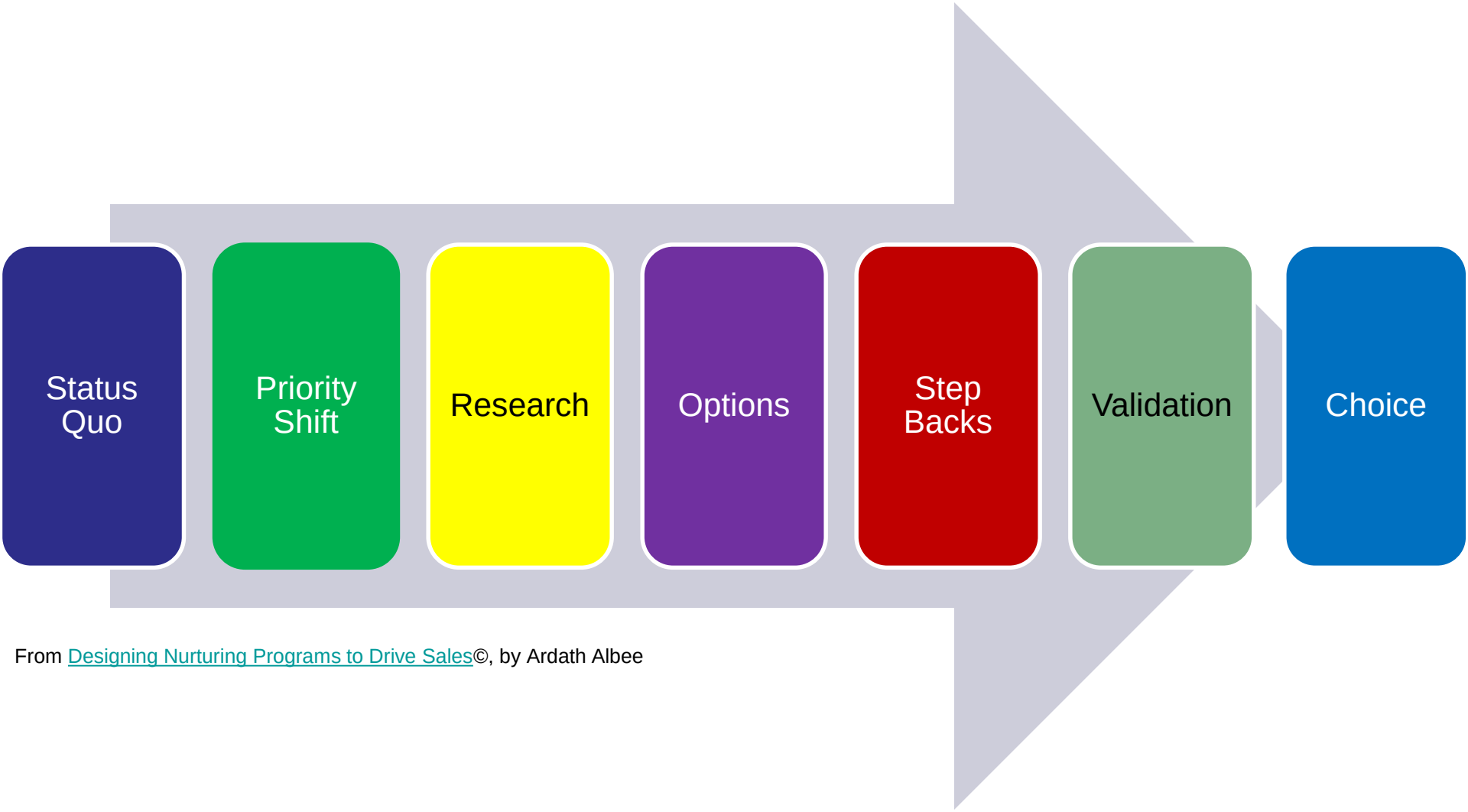
Today's Buying Process…



From Designing Nurturing Programs to Drive Sales©, by Ardath Albee

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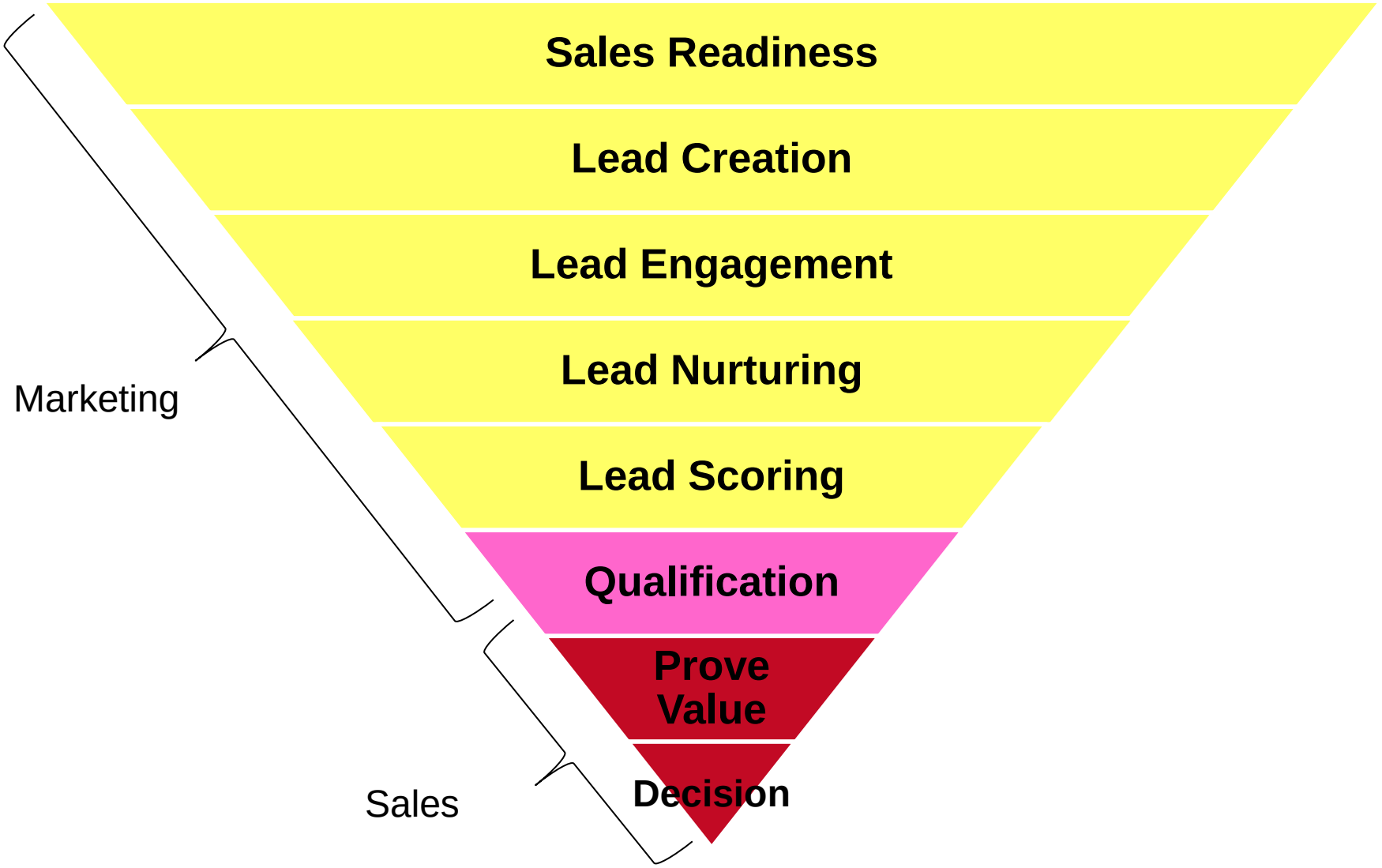
…Require A New Sales Model



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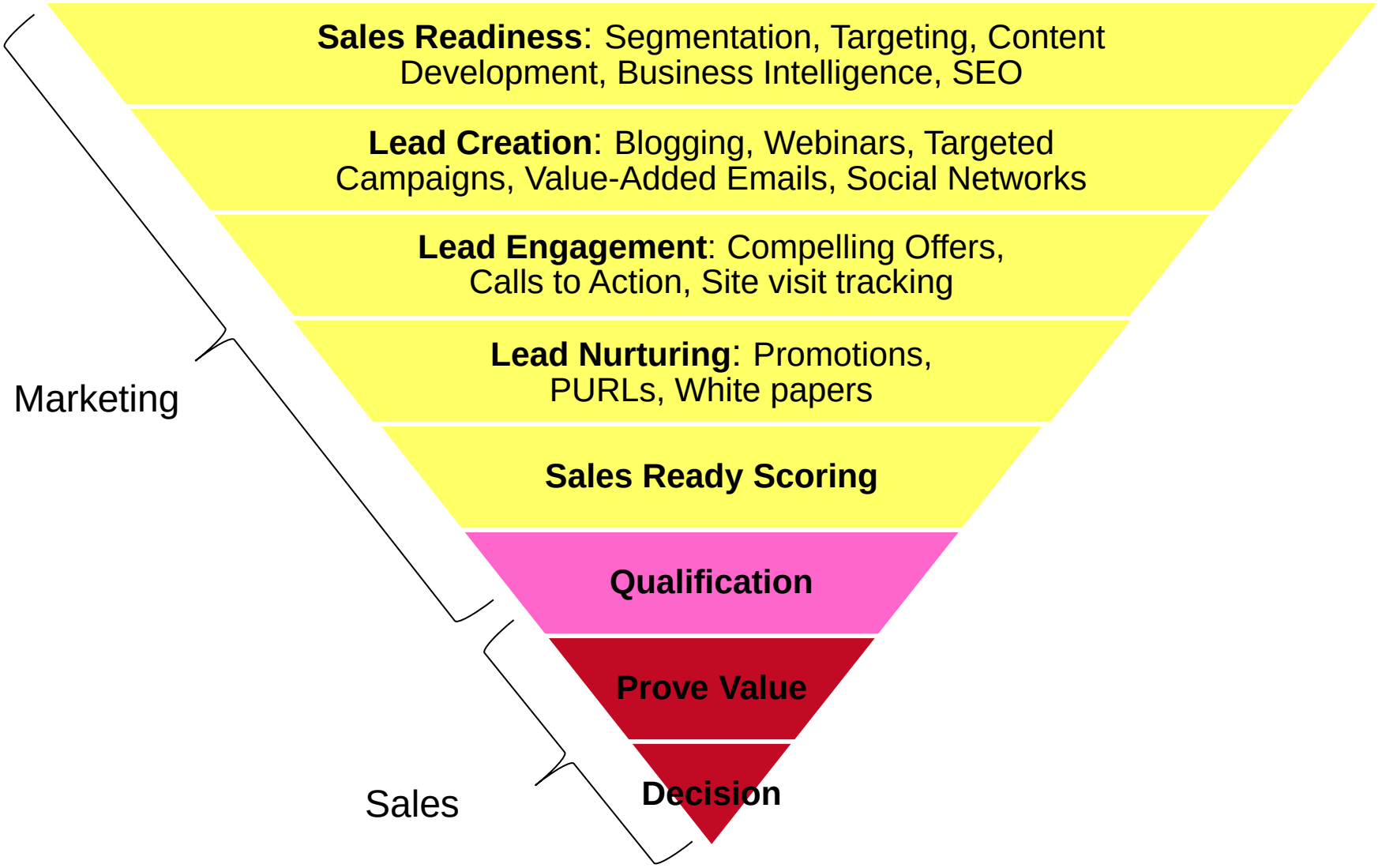
…Require A New Sales Model



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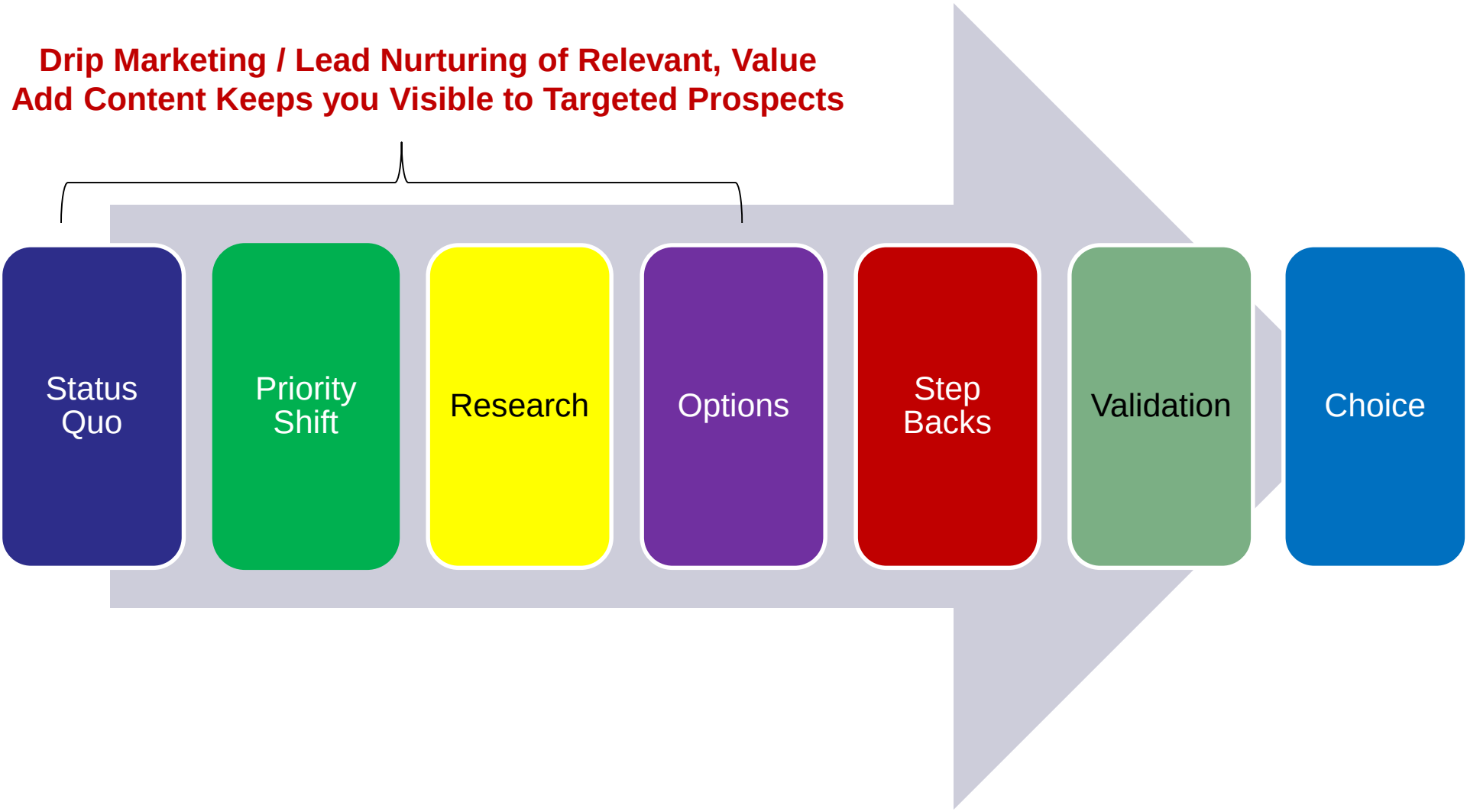
Alignment With Buying Phases

Drip Marketing / Lead Nurturing of Relevant, Value Add Content Keeps you Visible to Targeted Prospects



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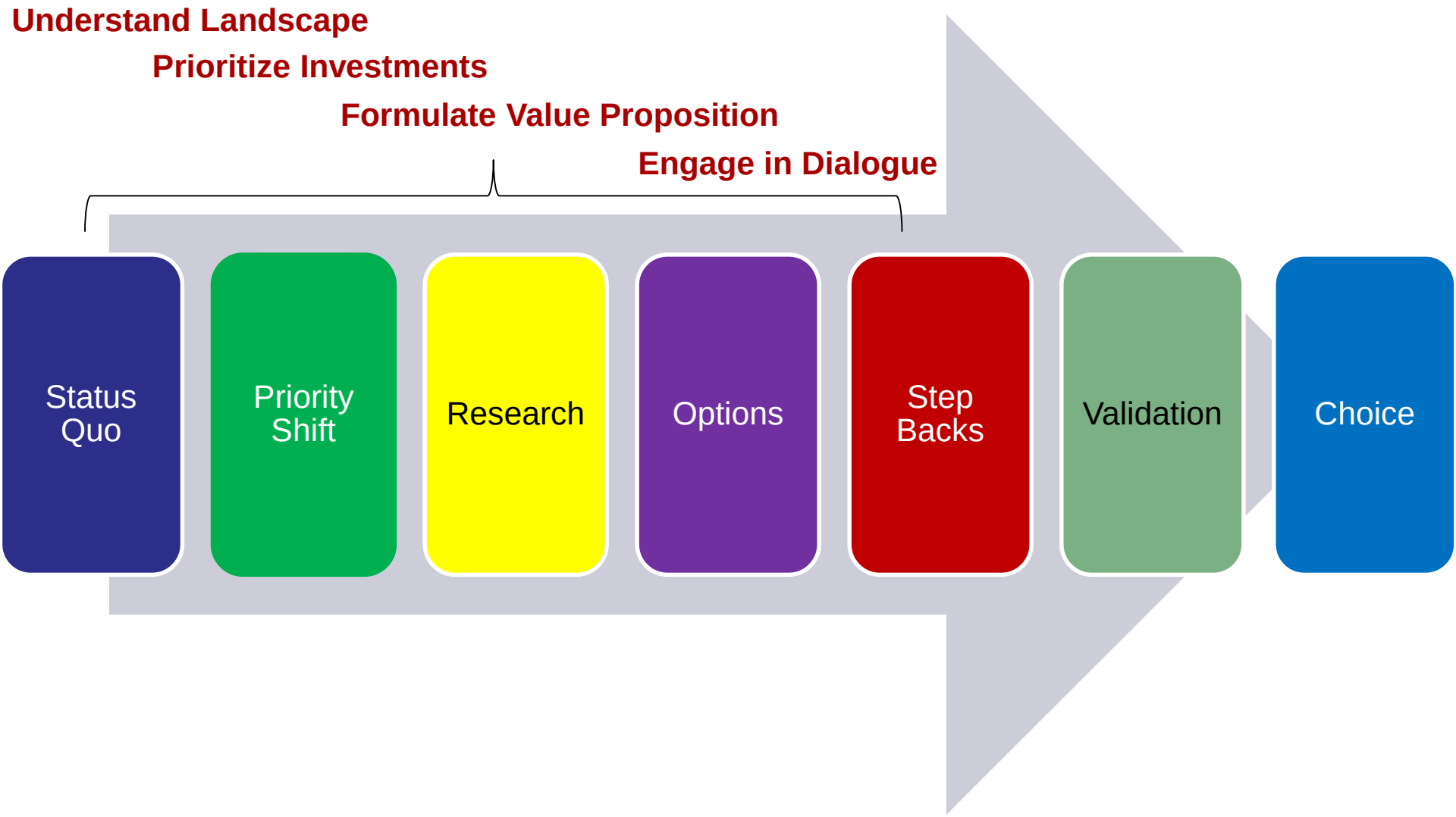
Knowing When To Engage



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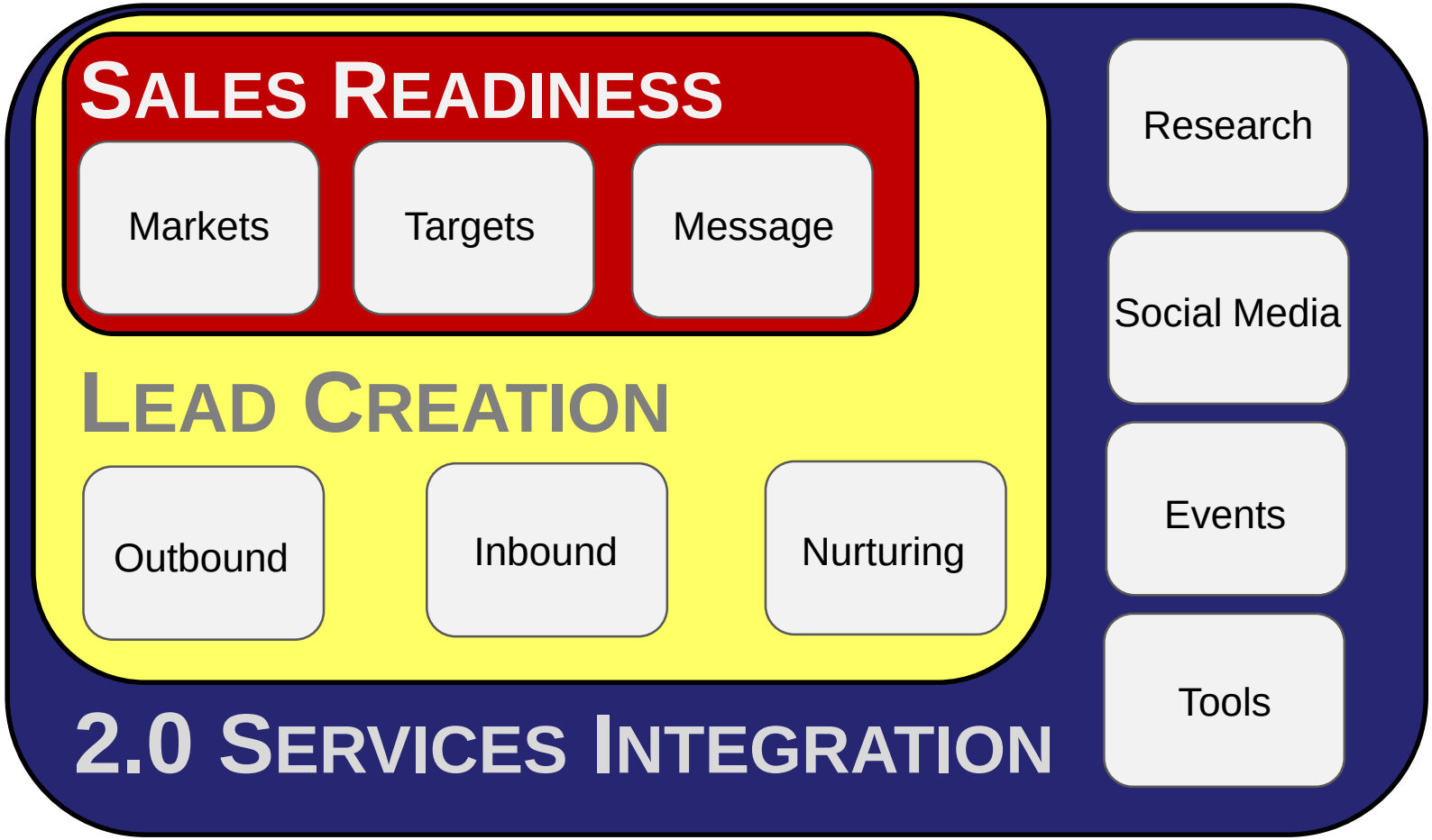
The Sales Transition Plan



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Markets and Targets

- Define segment(s)
- Establish target client characteristics and attributes – and alternatives (competitive analysis)
- Classify buyer drivers and considerations
- Validate and rank prospect types based on target criteria
  - Separate prospects into Tiers 1, 2, and 3
- Create sales tools such as Sweet Spot Matrix

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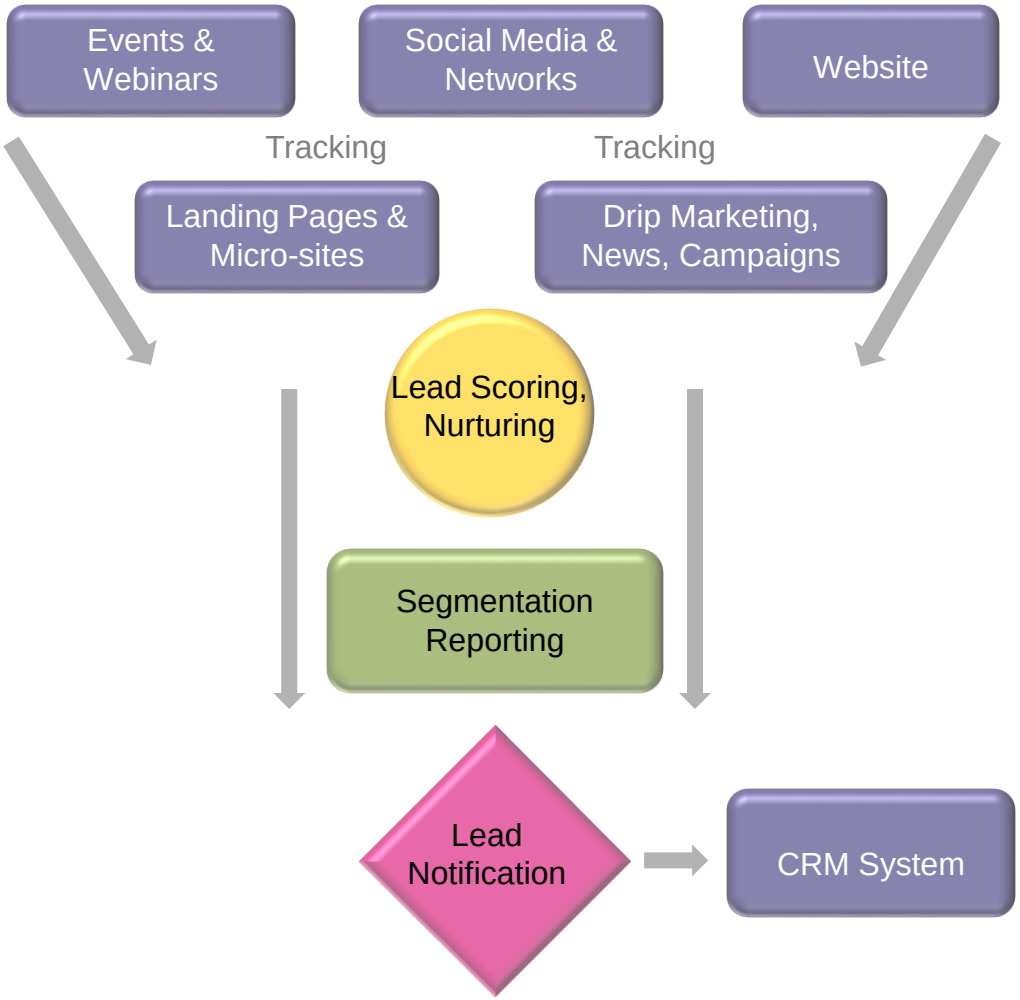
Lead Creation – *New Tools for Success*

Lead Lifecycle Management



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Web Presence Strategy

- Current site assessment (architecture, coding, scalability)
- SEO evaluation, analytics review, keyword recommendations
- Social media analysis focused on audiences and groups networks, content strategies
- Strategy and plans for content, navigation, lead engagement and capture, content sharing, search words and metadata tags

Initiate Social Media Presence

- Company and individual profiles and pages on targeted networks
- Keyword and description refreshes on existing profiles
- Site updates for linking and sharing

5 Reasons Companies Fail at Social Media

- No clear strategy/plan
- Lack of discipline to follow plan
- Not listening to customers & prospects
- Broadcast vs. Conversation
- Fall into selling mode

2.0 Elements – Now Is The Time

Gartner says social projects with defined and clear purposes show measurable results and those vendors that move from general social applications to specific purpose applications will enjoy double and even triple-digit growth over the year.

Gartner's Top 5 CRM Predictions For 2010, Social Apps are Key

February 23, 2010

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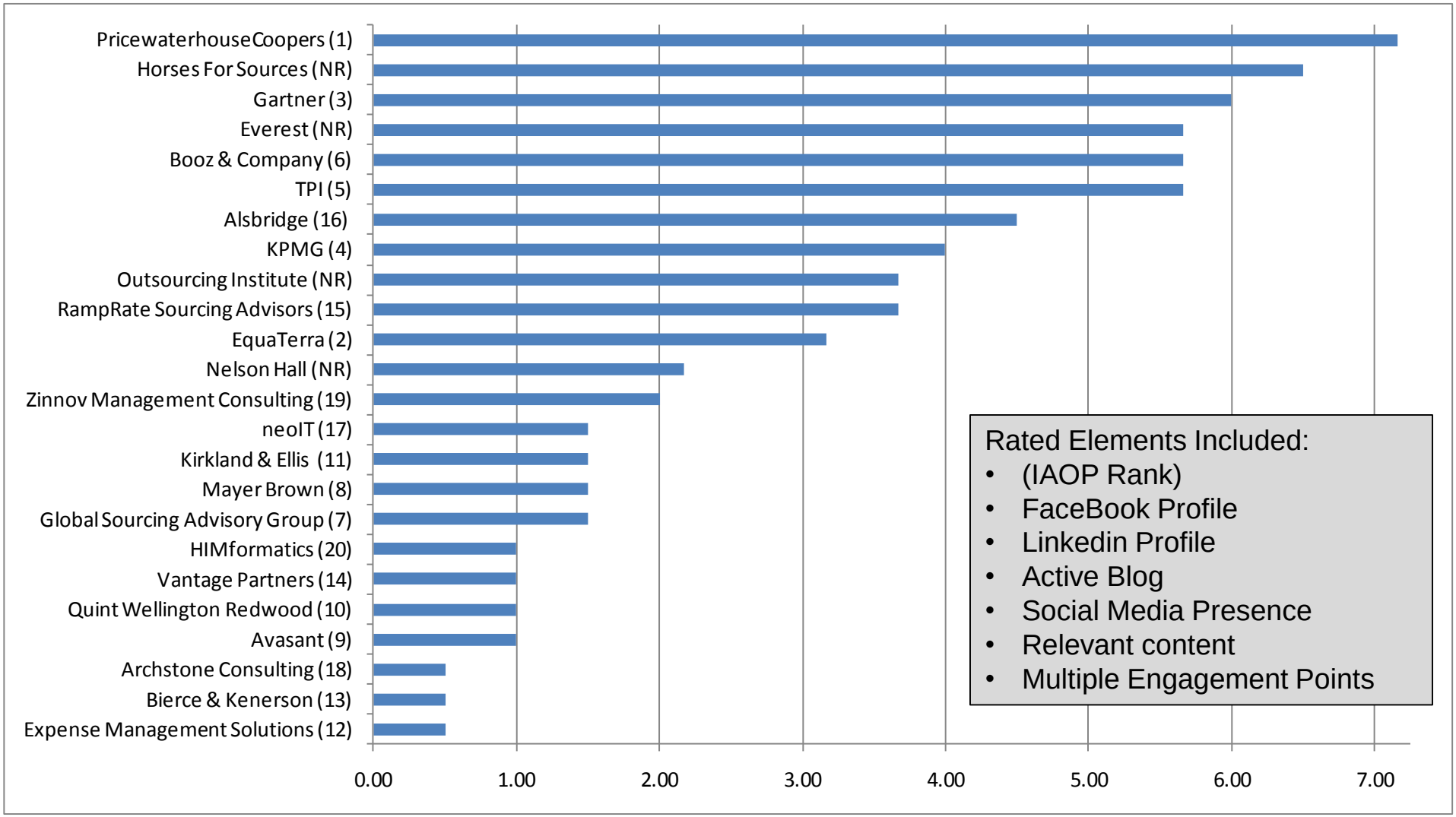
Case Study – On-Line Presence

Outsourcing Advisories – On-Line Presence



Aberdeen Lead Management Best Practices

Breaking Away From Bottom Tier

- Consider Lead Management Technology
- Implement Lead Nurturing
- Segment and Target Customers

Getting Above Average

- Leverage Multi-Campaign Nurturing
  - New Leads, Recycled Leads, Existing Customers
- Marketing Alignment on Goals & Metrics

Improving on Best in Class

- Take Lead Lifecycle Management company-wide
- Formalize Lead Recycling from Sales to Marketing

Aberdeen Group: Building A Pipeline That Never Leaks

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Experts and Resources

New Model Sales, Marketing and Social Media Experts

- Sales 2.0 — Seley and Holloway
- Ardath Albee — Marketing and Content
- Chris Brogan — B2B Social Media
- Brian Solis — Social Media
- Dan Zarrella — Inbound Marketing
- David Meerman Scott — Marketing and PR
- Gerhard Gschwandtner — Sales 2.0

Sales Benchmarking

- CSO Insights
- Sales Benchmark Index

New Tools Directory

- 9 categories of sales and marketing best practices and dozens of downloads

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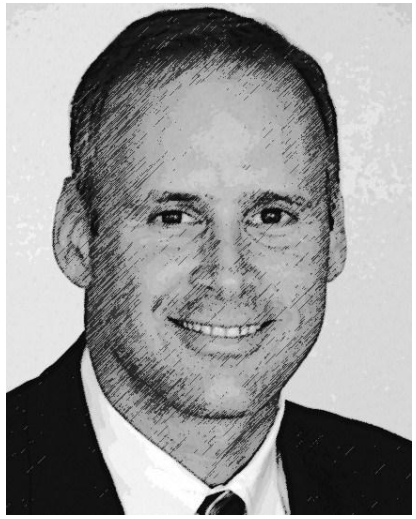

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