



## Is This How Your Sales Team Views Leads?



### Sales Ready vs. Marketing Ready

The typical marketer and sales person, in a complex B2B sales environment, understands the value of a truly qualified “sales-ready” lead over a marketing ready prospect, because it meets a designated set of criteria and progresses into a sale faster with fewer selling resources.

#### Sales Ready Lead

- **Budget:** Projects are identified as funded.
- **Authority:** Contact is a decision-maker.
- **Need:** Your solutions can solve their problems.
- **Timeframe to purchase:** Timeframe matches your requirements.
- **Custom qualification questions:** Unique to each client’s selling scenarios.

It’s all about sales. DMP customizes the four BANT plus the additional categories needed to meet our clients’ “sales-ready” specs.

#### Marketing Ready Prospect

- Hand-raisers: clicked-through an email, or responded to an adwords or banner campaign.
- Attended a webinar or other event.
- Downloaded a case study or whitepaper from your website landing page.
- Called a toll-free number for more information as a result of direct mail.

Market ready prospects are a good source to start with, and DMP offers a pre-sales team to qualify them into the sales ready condition needed to achieve sales quotas.

# Optimizing the Pipeline With Sales-Ready Leads

## The Ineffective Go-To-Market Problem Unveiled

A joint report from The Chief Marketing Officer (CMO) Council and the Boston Consulting Group shook the B2B marketing industry when the study revealed an alarming trend: “the majority of global companies surveyed acknowledged significant deficiencies in their go-to-market demand gen capabilities and sales processes.” Findings showed major disconnects between what B2B firms know they should be doing and what they are actually doing to enhance their go-to-market processes.

Furthermore, only 6% of executives surveyed were satisfied with their go-to-market capabilities enough to rate them “extremely good”. The CMO Council summed up the issue, saying that most firms are focusing on “small and near term problems instead of tackling larger strategic...issues”. Clearly, the pressure is now on at the senior level to better align sales and marketing and resolve this inefficiency gap.

## The Solution: Sales Lead Optimization

Sales Lead Optimization is defined as the go-to-market pre-sales process, unique to each company’s scenario and marketplace, which yields pre-qualified selling opportunities with accelerated rates of progression through the sales cycle.

Sales lead optimization allows a higher return on investment than traditional or non-optimized models. ***Sales lead optimization has quickly become the single most cost effective tool that B2B firms can use to increase sales, decrease costs and selling cycle timelines and improve profitability.***

Yet, many firms still rely on campaigns that achieve only a 1% - 3% response rate. Then only a subset—typically 4%-8% of those—meet the criteria for a “sales-ready” qualified lead set by the sales force. However, many firms create their own problem by routing the unqualified suspects to the sales team as “leads,” thus passing along the inefficiencies and causing the sales force to lose confidence in marketing’s ability to support sales. An Aberdeen study revealed that this mistake eats up selling time by 37.5%, yet many fall into this trap.

Senior management is now challenging this scenario. By raising the bar and demanding ROI on marketing campaign budgets, management has created a rush towards adopting the sales lead optimization approach.

DMP has perfected the sales lead optimization process. We bridge the gap between sales and marketing by delivering truly qualified, sales-ready leads to our clients, helping them achieve higher sales yields from fewer resources and making the entire team successful.

*"Just want to give you a heads up that these CoolThread telemarketing pre-qualified leads are good!*

*I am getting the highest ratio of positive hits on them versus any other program. The VAR reps love them as well."*

**Matt Garadis**  
Government Account Manager  
Oracle/Sun Micro

## Direct Marketing Partners

is an award winning outsourced business-to-business marketing service provider. Through the use of proprietary tools, personalized multi-touch strategies, teleservices, and unmatched analytics, we specialize in optimizing lead pipelines, accelerating our clients' marketing-through-sales cycles, and achieving measurable ROI. Our core competencies include prospect database building; sales lead generation, nurturing and lead qualification to sales-ready spec, direct and channel partner lead pipeline management, audience acquisition, and database marketing and management.



## Give Your Team a New Perspective



### Step-by-Step Sales Lead Optimization

- Diagnosis: Determine if and where a client's marketing demand generation programs can be better optimized.
- Apply DMP's reverse engineering sales lead calculator and funnel analysis modeling tools to quantify the metrics for each stage based on revenue goals.
- Formalize the "sales-ready" lead scoring criteria and specs.
- Provide strategic input on the go-to-market plan and tactical direct marketing - telemarketing touch points to achieve the sales-ready lead spec.
- Execute the go-to-market touch campaign(s) and engage the target audience with the message, offer and value proposition.
- Route only "sales-ready" qualified leads to the sales team. Nurture the suspects and prospects until they meet the sales-ready criteria.
- Track the lead conversion metrics and validate the campaign(s) using automation tools and reporting dashboards.
- Benchmark the program and compare the progress to the strategic plan. DMP program managers provide market insight & analysis on what worked and the how and why the targets responded to the campaign.
- Sales progress and revenues are tracked for ROI.

Throughout the campaign(s), DMP utilizes a continuous improvement process to refine the go-to-market variables to improve and increase results into the optimal zone. Pipeline objectives are met in less time and at lower total cost.

### How can DMP optimize your pipeline?