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Cloud Sales Management System

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Sales Leads Strategy

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Our Profitable
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**Effective Sales Leads
+ Effective Account Assignment
=
Improved Prospecting Performance
& Profitable Sales Growth**



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Improved Prospecting Performance

**There Is Probably No Other Area
In Which We Have Invested More Time,
More Energy and More Resources**

**Than In Developing Processes
To Improve An
Outbound B2B
Sales Organization's**

**Ability To More Effectively
Prospect For New Business**



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The "Silver Bullet"

If Ever There Was A
"Silver Bullet"

For Improving The
Performance & Profitability
Of An Outbound B2B
Sales Organization...

Developing & Implementing An Effective
Business Intelligence System Would Be It!



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Develop An Effective System For Obtaining Business Intelligence

**Those Sales Organizations That Have
Effectively Developed & Executed
Automated Processes**

**To Have Targeted Prospect & Customer
Business Intelligence Sent Directly To The Desktop
Of The Sales Representative**

**Assigned To The Account Mentioned
In Each Business Intelligence News Release**



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Develop An Effective System For Obtaining Business Intelligence

**Have Shown Significant Growth Trends
Above Those Outbound B2B Sales
Organizations**

**That Do Not Have
“Effective”
Business Intelligence Systems In Place**



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Why Invest In Business Intelligence?



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The Value Of Business Intelligence

**All The Valid Business Reasons
Your Outbound Sales Organization
Will Ever Need**

**To Contact Their
Top Prospects & Customers
As Often As They Need...**

**Are Available Today
“FREE”
On The Internet**

What Is Business Intelligence?

**Business Intelligence Is Information
That Can Be Converted Into Valid Business Reasons To Contact
Target Prospects & Customers**

-
- Pain & Problems
 - Financial Releases
 - Strategic Initiatives
 - Mergers & Acquisitions
 - Building Of New Facilities
 - Changes At C-Level Positions
 - Store & Plant - Openings & Closures
 - Complete “Key Contact” Information

Setting Up A Profitable Business Intelligence System

**To Set-Up An Effective Business Intelligence System
You Will Need To Know The Following:**

- 1. The Right Questions To Ask**
- 2. How To Properly Word Each Question**
- 3. Where To Obtain The Most Effective Answers**
- 4. How To Design Business Intelligence Filters**
- 5. How To Automate The Data Capture Process**
- 6. How To Get The Business Intelligence Automatically
Delivered To The Appropriate Account Manager's Desktop**



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Targeted Industry Business Intelligence



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Targeted Business Intelligence
Has Also Seen Major Improvements
Over The Past Year

Retail

For Under \$600
There Is A Targeted
“Retail”
Business Intelligence Resource
That Provides “Extremely”
Accurate Information For

Targeted Business Intelligence - Retail

- Annual Sales
 - Current # Of Stores
 - Number of Employees
 - Key Contacts & Titles
 - Location Of Each Store
 - Projected Store Closures
 - # Of Lanes In Each Store
 - Projected Store Openings
 - Technology Budget Details
- Type Of Computing Technology
- Plans For Improving Technology

Supply Chain - Business Intelligence

**You Can Obtain Automated Daily Intelligence Reports
Notifying Your Sales Organization
Of Your Target Prospect's & Top Customer's
Plans For:**

- **Acquisitions**
- **Expansions***
- **Plant Closures**
- **New Facility Openings***
- **Project Leaders**

* including: the size and location of each facility,
when each facility will be constructed
and when the facility is projected to be opened



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Develop An Automated Business Intelligence System Within Your Organization

**Which Will Provide Your
Outbound B2B Sales Teams**

**With Unlimited “Value Packed” & “Value Added”
Reasons To Contact Your Target Prospects & Customers**

**And You’ll Significantly Increase
The Profitable Sales &
Customer Growth Performance**

Of Your Outbound B2B Sales Organization



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How To Develop An Effective Strategy For Attracting & Retaining A Record Number Of New Customers



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5 Steps to Achieving Profitable Customer Growth Performance

**Outbound B2B Sales Organizations
With Effective Sales Lead Processes
That Can Continuously & Profitability
Attract & Retain New Customers
Consists of a 5 Step Approach**

- 1. Developing A Business Intelligence System**
- 2. Creating Account Penetration Maps**
- 3. Identifying Valid Business Opportunities**
- 4. Creating Targeted Sales Approaches**
- 5. Executing Triangulation Prospecting Strategy**



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Outbound Excellence Account Mapping & Triangulation Prospecting Processes



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Account Mapping

**Step #1 Identifying Secondary Facilities
For Each Target Prospect & Customer**

**Step #2 Identifying Key Contacts
At Secondary Locations**

**Step #3 Transferring Location &
Contact Information Into An Account Map**

Account Mapping

Step #4 Contacting Secondary Locations Prior To Making A Call To The Key Decision Maker At The Headquarter Location To:

- 1. Qualify the Account**
- 2. Uncover Needs & Pain Points**
- 3. Test Potential Solutions**
- 4. Verify Key Decision Makers**
- 5. Determine Budget**
- 6. Identify Decision Making Process**



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Benefits Of Account Mapping & Triangulation Prospecting

1. Increases Sales & Customer Growth

**The 1st Contact With The Key Decision Maker
Is To Address A Key Business Challenge
& How Your Company's Solutions**

**Have Already Helped Companies
In Their Industry Facing This Same Challenge
Effectively Overcome The Challenge**



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Benefits Of Account Mapping & Triangulation Prospecting

2. Reduces Wasted Time & Effort

**By Eliminating Contacts To Key Decision Makers
With Nothing More Than An Introduction
& Offer To Send Information**

**That May Or May Not Have Any Relevance
To The Key Decision Makers Needs**

3. Increases Contact Time & Frequency

**Instead Of Sending Endless
Voicemail Messages Inquiring**

**"Did You Receive The Literature"
Which The Prospect Never Read**

**Key Decisions Makers Have Time Allocated
On Their Schedule To Review Your Solution
As You Have Earned Both Their Trust & Interest**



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Account Expansion Process

- 1. Researching Target Active Buying Accounts**
- 2. Identifying All Manufacturing, Wholesale,
Distribution & Retail Locations**
- 3. Obtaining Key Decision Maker Contacts
For Each Target Location**
- 4. Identifying Subsidiary / Affiliated Companies**
- 5. Identifying Established Relationships
With Affiliated Buying Accounts**

Account Expansion Process

6. Requesting Referrals At Affiliated Locations

7. Obtaining Reference Letters & Authorization To Use A Current Buying Contact As A Reference

8. Leveraging Referrals & References Along With:

- Approved Vendor Status
- Established Credit Lines
- Volume Purchasing Discounts
- Understanding Of Corporate Business Needs

To Develop Finely Tuned & Well Targeted
Account Penetration Strategies



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Account Expansion Process

**9. Executing Effective Call Strategies That Are
Pre-Designed To Offer A Complex Solution
To One Of Each Affiliated Company's
Most Pressing Needs**

**10. Earning The Right For Prospects & Customers
To Open Up And Discuss The Challenges They Face In Increasing
Their Sales & Reducing Their Costs**

**11. Prepared To Match The Specific Value
The Customer Would Receive From Your Solutions To Their Stated
Needs And Challenges**



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Account Expansion Process

**12. Ready To Support Your Company's Ability
To Meet Their Needs By Providing A Reference
From An Affiliated Company**

**For Which Your Company Has Already Solved
An Equal Challenging Need**

**That Resulted In A Reduction Of Cost
Or Opening Of A New Revenue Stream**

**13. Resulting In The Achievement Of Continuous
Profitable Sales & Customer Growth Performance**



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Customer Knowledge = Selling Power

**It Is Common To Discover That Multiple Reps
Are Working Multiple Subsidiaries
Of The Same Parent Company**

**While Neither Rep Is Aware
Of The Other Affiliated Buying Account**

**And Often Times Not Even Aware
That Other Subsidiary Companies & Locations Exist**



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Become Your Target Customer's Source For Key Industry News

**Key Decision Makers & Influencers Are Spending
Considerable More Time Searching The Internet
To Obtain Key Industry Intelligence**

**Convert Their Search Engine Efforts To A Click
On A Bookmark Pointed At The Knowledge Center
Section Of Your Website**

- 1. Create Technology Specific “User Groups”**
- 2. Develop “Target Industry” Newsletters**
- 3. Add A “Latest Industry News” Landing Page**
- 4. Conduct “Changing Industry Trends” Webinars**



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Tie Your Targeted Customer Solutions To Target Industry Challenges

A Good Way To Improve Targeted Selling Opportunities

Is To Develop Targeted Solutions
Specifically Tailored To Overcome
Common Industry Challenges



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5 Steps To Developing Profitable Target Customer Solutions

- 1. Develop Targeted Industry Newsletters**
- 2. Have Each Newsletter Address
A Key Target Industry Challenge**
- 3. Include Tips & Ideas
For Overcoming Each Challenge**



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5 Steps To Developing Profitable Target Customer Solutions

**4. Include A Case Study Of How Your Company's Solutions
Have Already Helped A Company In That Same Industry
Effectively Solve The Problem Addressed In The Newsletter**

**5. Select Case Studies That Solved A Customer's Problem
By Either Cutting Costs Or Creating A New Revenue
Stream**



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Hold Target Industry Events & Webinars

**Invite Your Prospects & Customers
To Attend Regular Industry Events & Webinars**

&

**Ask Them To Invite Their
Staff, Peers & Superiors**

**Use A Registration System
To Capture Contact Information**



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Don't Focus On Generating Leads

Focus On Building

A Leads Factory



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7 Steps To Building A Profitable Leads Factory

**1) Hire A Lead Generator That Fits Your Ideal Sales
Candidate Profile**

**And Use This Position As A Step To An Outbound B2B
Sales Representative Position**

**2) Have the Leads Generator Pull Lists Of Target Prospects
Using Your Ideal Customer Profile Criteria**



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**3) Have the Prospect's Profile, Locations & Latest
Pertinent News Captured &
Pasted Into the Notes of the Account**

**4) Use A Quality Contact Database To
Obtain the Names & Contact Information
For Each Of These Targeted Prospects**

**5) Have The Target Contact Information
Verified & Added To Each Account**

**6) Set-Up Automated
Lead Request, Lead Distribution
& Lead Tracking Systems**

**7) Task Your Sales Managers
To Ensure All Sales Representatives
Are Requesting, Receiving &
Contacting These New Leads**



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**These Are Just A Few
Of The
Profitable “Sales Lead” Processes**

**We Have Designed & Tested
& Have Proven Effective**

**In Increasing
Profitable Sales & Customer Growth
Performance**



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Account Assignment Strategy

**Outbound Sales Organizations
That Assign Their Salespeople
To Targeted Market / Customer Segments**

**Achieve Significantly Higher
Profitable Sales & Customer Growth Performance**

**Than Outbound Sales Organizations
That Use An Alternate
Account Assignment Approach**



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A Profitable Account Assignment Strategy Includes The Following Processes

Analyzing

**Active Buying Customers
To Identify Segmentation
& Assign Prioritization
Of Target Markets**



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A Profitable Account Assignment Strategy

Assessing

**Target Market Segments To Ensure The Unique Needs
Of Each Market Segment Are Well Defined**

Developing

**Customized Selling Strategies Tailored To Meet
The Unique Business Needs Of Each Target Market Segment**



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A Profitable Account Assignment Strategy

Ensuring

Appropriate Sales Force Size,
Structure & Assignments Are In Place

Maximizing

Sales Force Investment
Across Product & Customer Segments



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A Profitable Account Assignment Strategy

Resulting

**In The Sales Organization's Ability
To Attract & Retain A Record Number
Of New Customers**

**In Each Of Their
Target Market Segments**



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Sales Force Sizing

**Within Your Sales Leads Strategy
Lies A Hidden Component
That Has Great Power & Control
Over The Effectiveness & Profitability
Of Your Sales Organization**

- 1. It Holds The Power Within Itself Alone To Determine Whether Or Not Entire Corporations Meet Their Annual Sales, Profit & Customer Growth Goals**
- 2. This Component Has Been Studied And Developed In Thousands Of Companies For Over A Decade**
- 3. Yet Over 90% Of The Outbound B2B Sales Organizations In America Do Not Have A Formal Documented Process In Their Sales Strategy To:**
 - Analyze It**
 - Research It**
 - Develop It**



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This Hidden Component Is

How To Accurately Size

Your Sales Organization



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10 Steps To Profitably Sizing Your Sales Force

- 1. Identify Your Target Market Segments**
- 2. Identify Your Target Customer Profile
For Each Target Market Segment**
- 3. Identify The # Of Target Companies
In Each Target Market Segment**
- 4. Analyze Existing Buying Customers
To Determine The # Of Buying Companies
In Each Target Market Segment**
- 5. Calculate Your Current Market Share
In Each Target Market Segment**



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**6. Calculate The Average # Of Accounts
Managed By The Average Rep
In Each Market Segment**

**7. Calculate The Range Of Contacts
Needed To Qualify Or Disqualify
Each Account (E.G. 3-8)**

**8. Calculate The # Of Sales Representatives
Needed To Effectively Contact & Manage
Each Segment Of Target Accounts**

**9. Prioritize Segments In Order Of
Desired Market Expansion**

10. Size Sales Force Accordingly



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**Note: You Will Be Surprised To Discover
That On Average, Over 50% Of Your
Target Market Segments Are "Mis-Sized"**

10 Profitable Sales Sizing Tips

- 1. Increased Profits Require
An Increased Sales Cost Ratio**
- 2. Continuous Profitable Sales &
Cost Containment Are Historically Not Compatible**
- 3. Once Sales Sizing Is Determined
Hire And Train All At Once**



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10 Profitable Sales Sizing Tips

**4. If Reducing Sales Headcount
Do It All At Once & As Soon As Possible**

**5. Use "Industry Benchmarks"
To Calculate ROI On New Hires**

**Average New Hire 1st Year Sales = 135% Of Break Even
Sales In A Well Developed And Balanced Sales System**



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**6. A Key Element In Maximizing 1st Year Growth
Is Proper Customer / Market Assignment**

**7. Once A Sales Organization Is Sized Properly
And Is Well Balanced**

**Productivity Improvements Will Provide
2.5 Times The Profit Improvement
Of Adding Additional Headcount**

**8. New Major Product Releases Will Cut Sales Efforts
In Selling The Standard Product Line By 35 - 50%**

**Don't Assume You Can Launch A Major
New Product Line & Hit High
Growth Goals Without Adding Headcount**

**9. Consider Hiring Temporary / Contract Sales People
For Major Launch Efforts**

**10. Consider Market Changes, Competitive Strategies &
Sales Force Sizing When Projecting Sales Headcount**



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2 Biggest Mistakes Made In Sizing An Outbound B2B Sales Force

1) Sales Force Sizing Based On Productivity Enhancement Assumptions

**In Turbulent Economic Times
It Is Common To Look At Ways
To Justify A Reduction In The Size
Of The Outbound Sales Force**

**It Is Common To Hear Organization's
Speak Of How Upgrades Or Improvements
In IT Programs Or Support Is Going To
Increase Productivity By 10%+**

**Therefore Enabling The Enterprise
To Reduce The Size Of The Sales Organization**



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**The Reasoning Goes
That The Reduction In Size
Will Be Made Up- By The
Productivity Improvements
By The New (Fill In The Blank) Process.**

**Many Times We Have Seen Companies
Plan For A Reduction In Headcount
Based On A "Productivity Improvement Program"**

**That Hasn't Even Been Finalized
And The Reduction In Headcount Is Based On
A Projected Improvement That Is Not Supported
By Actual Testing Or Scientific Data.**

2) "Sales Ratio Sizing"

**Another Common Sales Force Sizing Decision
That Historically Provides An Adverse Effect Is The Decision To
Base The Sizing Of The Sales Force On A Sales / Sales Cost Ratio**

**The Process Of Using A Sales Cost Ratio
To Determine Sales Force Sizing
Is A Cost Conservative Approach
To Improving Profitable Sales Growth**

**And Only In The Rarest Of Instances
Does It Result In Long Term Profitable
Sales Growth Performance.**



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**In The Vast Majority Of Cases
Sales Force Sizing Based On A Sales Cost Ratio
Is Associated With Organizations That Have
Short Term Perspectives And Histories Of
"Spike & Decline" Performance**

**On Average, Outbound Sales Organizations
That Achieve & Maintain
Continuous Profitable Sales & Customer Growth**

**Are 20% Larger & 50% Better Allocated
Than Companies With Historical
"Spike & Decline" Sales, Profit & Customer
Growth Performance**



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After viewing the **Sales Leads Strategy** Section of our **Cloud Sales Management System**.
If you have any questions or would like to discuss how our New! Sales Management System can Increase your Sales Performance
Please give us a call....

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