

China Surpasses Germany in Auto Parts Export To The US - SREA Profits!

Score One Inc. (SREA)
\$0.19

Keith Bradsher of the New York Times reported, "China's auto parts exports have increased more than six fold in the last five years" This increase has now enabled China to surpass Germany in auto parts export. Shipping over \$1.9 billion in auto parts in the first quarter of 2007, which was an increase of 27% over last year. An additional \$6.1 Billion was exported to the rest of the world.

Chinas total auto industry grossed \$68 Billion worldwide in 2006 and is currently the fastest growing export.

SREA's new showcase facility, designed to rival Detroit's "Motor City" is certainly timely and represents a shift in power in the global auto market.

Read the news. The market watchers are already picking SREA across the board. Get on SREA first thing Thursday!

I have found marketers often overlook the lists and data they already have in search of new contacts rather than building upon relevant conversations.

The results have been amazing.

A study by the CMO council showed this is a key reason CMOs are losing influence at the executive table.

Three obstacles and how you can avoid them.

It then quickly routes the lead to the best suited sales rep, a telephony tool immediately gets the rep on the phone and automatically calls and connects the lead to the rep.

So in summary, marketing can be measured.

Just remember that most web inquiries are not sales ready leads so don't simply throw them over the wall to your sales reps.

Agenda Why closed loop feedback is so important to lead generation.

This type of list does not work well for an ongoing lead generation program.

" Again, it's not the car.

Sorry, I could not join you this afternoon.

Sometimes, it's as easy as reminding the sales team that new case studies, press coverage, or white papers are available.

They provide too much information.

Mike Posted by: Michael A.

First, if you have to devote substantial resources to closing the loop, these resources are no longer available to drive the business.

If you currently are sending e-newsletters, here's an idea for you consider.

Expect your sales team to follow up on each lead promptly.

I have a friend who is a NASCAR fan and what he loves is that it's more about the driver than the car.

A sales organization accustomed to lead nurturing and relationship building might understand, but not organizations with little experience beyond awareness-building advertising campaigns.

Intellectual property is difficult to protect and is quickly commoditized by the market.

First, if you have to devote substantial resources to closing the loop, these resources are no longer available to drive the business.

Remember: The first impression matters.

For example, when struggling sales people hear about their colleagues positive results with marketing generated leads, they realize they need to clean up their act and raise the bar.

So does every single touch after that.

In addition, the discussion that comes from sharing results is a better idea.

Marketing and sales can also work together to build a list from inactive accounts in your sales team's CRM data and business cards from industry conferences and networking events.

The media who criticizes leaders for thinking long-term?

Marketing in particular needs to be singled out because ROI is still a foreign concept to many there.

No one can do what we do the way we can.

It's just a matter of who acts on fastest.

cost center, rather than viewing it as an asset that creates revenue.

When a well thought out process is in place, putting things on autopilot should be the goal.

How about concentrating budget dollars on better measurement tools for sales and marketing, process mapping or outside services to qualify and manage leads and capture and report on results?

Here's some of the questions I'd like to ask Paul: What compelled you to start doing podcasts?

These are hard to understand, hard to copy and often take time to develop. Telemarketing is a skill.

Well, let's start at the beginning.

If for instance, an online campaign attracted a great deal of qualified leads, the sales teams need to proactively follow each of these up.

The best way to gather feedback.

Their mindset is more immediate and focused on the right-now sale.

If possible talk to the agent or sales person, get them excited.

I strive to not have preconceived notion of how it SHOULD BE.

I think our "instant gratification" culture is the main culprit.

But there is no such thing as buying the perfect list, especially if you have a complex sale.

You can take our methodology, ideas, approach and thoughts.

Process improvement can really provide the edge you are looking for.

I think our "instant gratification" culture is the main culprit.

Debbie has provided some excellent points as well - thanks for pointing me to this blog.

You can apply this concept to your existing e-newsletter.

Janice King, Author Copywriting That Sells High Tech www.

Most are simple sales, even services.

Could you do it with confidence?

Close the loop with your sales team regularly.

The results have been amazing.

Think about the following questions: How else can you create value for people who already raised their hand?

Link: Anything Goes Marketing: Where do Your Email Newsletters go?

If you currently are sending e-newsletters, here's an idea for you consider.

No one except the sales team knows what is going on inside the black box until a proposal or sale happens.

As a result, all the attention gets paid to leads, but not necessarily what to do with them.

We just had a conversation a few moments ago with a potential client.

Also, they may be able to offer seamless lead delivery options.

Give them a couple of options.

they want to think long-term but keep getting sucked in by the more immediate and pressing issue of a not having enough high quality sales leads.

I believe a true lead generator can market any product.

It should be noted that desktop collaboration tools are a viable alternative to in person meetings if your teams are not at the same location.

Our research shows that the average salesperson only makes four to five attempts to contact them the first week.

You can't take how we innately see links between seemingly disparate pieces of information.

I have read your book and we are implementing your practices in our leads generation efforts.

Well, let's start at the beginning.

So where should you start?

But in either case it's a big number.

Focus on the data points you REALLY need to measure in your CRM.

But not until marketing understands that they need to change.

Many other marketers face this same challenge.

If they focus on what the salespeople need, they are also likely to produce a larger number of leads as well since the marketing will be more tightly focused and less vague.

At first that seemed like a disadvantage, but now I realize that having a clean slate gave me the advantage of being untainted.

Debbie has provided some excellent points as well - thanks for pointing me to this blog.

Their mindset is more immediate and focused on the right-now sale.
However, collaboration does not spontaneously erupt from software.
Can someone "steal" your "stuff".
How does podcasting help you communicate more directly, and more personally, with your audience?
They need to demonstrate their impact all the way to bottom line sales via "closed loop metrics."
If I wanted to compete with you.
In addition, channel and telesales groups can offer advice that may fill unforced holes left by your initial conversations with sales.
Not to mention they actually know the real value of their marketing and sales pipeline.
but what is difficult is turning that traffic to phone calls and new customers.
We all want our ROI and we want it now!
What are the barriers in helping to create the six sigma process?
So why not begin with that?
Without a solid process in place an astonishing eighty percent of marketing expenditures on lead generation are wasted because the leads are lost, ignored or discarded by sales.
They began with the mindset that their sales team is their internal customer.
The driver and crew in this metaphor can be seen as thought leadership; the ideas and talents that set the team apart from others.
'Duct Tape Marketing' I enjoyed immensely!
Process improvement can really provide the edge you are looking for.
a for sponsoring this event as part of their new Wednesday Webcast with Experts series.
Process mapping is a well-known technique for creating a common vision and shared language for improving business results.
How does podcasting help you communicate more directly, and more personally, with your audience?
You in fact become part of the navel-gazing administration of your firm, expending resources to influence each other.
You'll get the latest tips and strategies; and learn what really works and what doesn't to generate high quality leads in the complex sale.
Close the loop with your sales team regularly.
Some CMOs deserve their limited stay because they haven't changed their practices.
At InTouch, we recommend that clients acquire a basic list that has the main attributes of their ideal customer profile and overlay that with their internally compiled data.
I have a hard time buying into that knowing what I know to be true.
These are hard to understand, hard to copy and often take time to develop.
Paul uses podcasts to engage senior leaders and create demand and generate leads for his firm and he has a ton of real-world experience to share with us on podcasting.
" Sarah writes, "In short, e-newsletters aren't as easy to create and update as blogs.
To develop an effective closed-loop-process you need to start with your people first.
The revenue-saving, business-building strategy that I gave him showcased our thought leadership, expertise and ability to think on the fly - but it also showcased that we're not idea hogs.
Intellectual property is difficult to protect and is quickly commoditized by the market.
But not until marketing understands that they need to change.
what are they good for?
Related Article: BtoB Magazine: Unisys gets boost from good data I recommend you start by collecting all of your existing in-house marketing lists into one place.
What else can you do to make their day?

Focus on the data points you REALLY need to measure in your CRM.

Agenda Why closed loop feedback is so important to lead generation.

Just posting this information to a marketing site doesn't mean the salespeople will remember to go looking for those resources.

If you decide to get a copy, you should check out his bonus offers.

What data is included?

I recommend you take a break from what ever it is you are doing if you can and get access to this report now.

All that for one idea.

" Too often marketing is caught up in producing material for the next product launch and doesn't take the time to consider what information could revive interest in an existing product.

For example, one InTouch client doubled their lead generation ROI by simply implementing regular and frequent closed loop feedback huddles.

The purpose of a website is to solicit interest.

and it pointed toward this web site.

This is especially true with complex sales that require multiple conversations on the phone before you may get your first face to face meeting in the later stages of their buying process.

There are more protections for tangible products but not many for service based business, which most companies are evolving to anyway.

Some people that know how to do six sigma right include: Roger Hoerl, Ron Snee, Soren Bisgaard, Forrest Breyfogle III.

A system that also allows the salespeople to immediately and frequently respond to leads and turn them into prospects.

Their mindset is more immediate and focused on the right-now sale.

So does every single touch after that.

For example, when struggling sales people hear about their colleagues positive results with marketing generated leads, they realize they need to clean up their act and raise the bar.

I think it will ring true.

Their mindset is more immediate and focused on the right-now sale.

Measure sales lead acceptance and follow up by sales team.

For example, when struggling sales people hear about their colleagues positive results with marketing generated leads, they realize they need to clean up their act and raise the bar.

I'll be posting my Amazon review soon.

For example, ask most executives and marketers what sales people need and they will say, "more leads.

A system that also allows the salespeople to immediately and frequently respond to leads and turn them into prospects.

Companies Are Severely Mismanaging Lead Generation Ultimately, if marketers want to win over finance they need to demonstrate that marketing is an asset, not a liability.

org New social networking tools or community based contact information sharing tools such as Spoke, LinkedIn and Jigsaw.

During each meeting, they briefly touch on each sales ready lead that was handed over to sales.

A new report by MarketingSherpa shows that marketers need to do a better job capturing and communicating their value.

However, consider making a case for "fuzzy" metrics and inferential reasoning, then offer doubters the choice of how to allocate the budget.

But in either case it's a big number.

I am excellent on the phone and love the work.

I appreciate the information provided in this podcast, so thank you!

One, it really is an excuse for inaction.

No one can do what we do the way we can.

Does the sales department either ignore your hard-won leads or complain about their quality?

A creative designer has an idea a minute.

On the other hand if I hear answers like, "weekly" or "bi-weekly" I know they are probably doing okay.

And finally, bringing in the expertise of your technical team will not only help with improving efficiencies, but it will offer them insight into your decision making strategy.