

But, if you're honest with yourself, there are key factors that are keeping you from higher revenue growth:

Low lead volume

There are never enough leads, and definitely never enough good leads coming into the pipeline.

Poor lead quality

The leads you do bring in aren't the right targets, aren't ready to buy, and aren't sales-ready.

Bad lead data

The lead contact data (phone #, email address, correct title) is sketchy or old or just plain wrong.

Smarter leads with more knowledge

Buyers have their own agenda and are no longer responding to generic sales and marketing outreach.



TOP SALES PRIORITIES:

what the AE caves about = stronger pipeline + faster deal velocity + bigger deal size what the head of sales caves about = higher revenue

How do these key factors keep you from building revenue?

Wasted time

Marketing wastes time pulling in the wrong leads; sales wastes time filling the gaps and chasing bad opportunities.

Less wins

Sales cycles grind because you don't have the right insights, giving your competitors the advantage.

Lower conversion rates

You're chasing unqualified leads, so not enough leads are turning into opportunities.

Low productivity

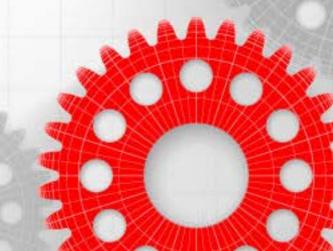
Sales and marketing teams spend too much time researching and cleaning up data instead of closing deals.

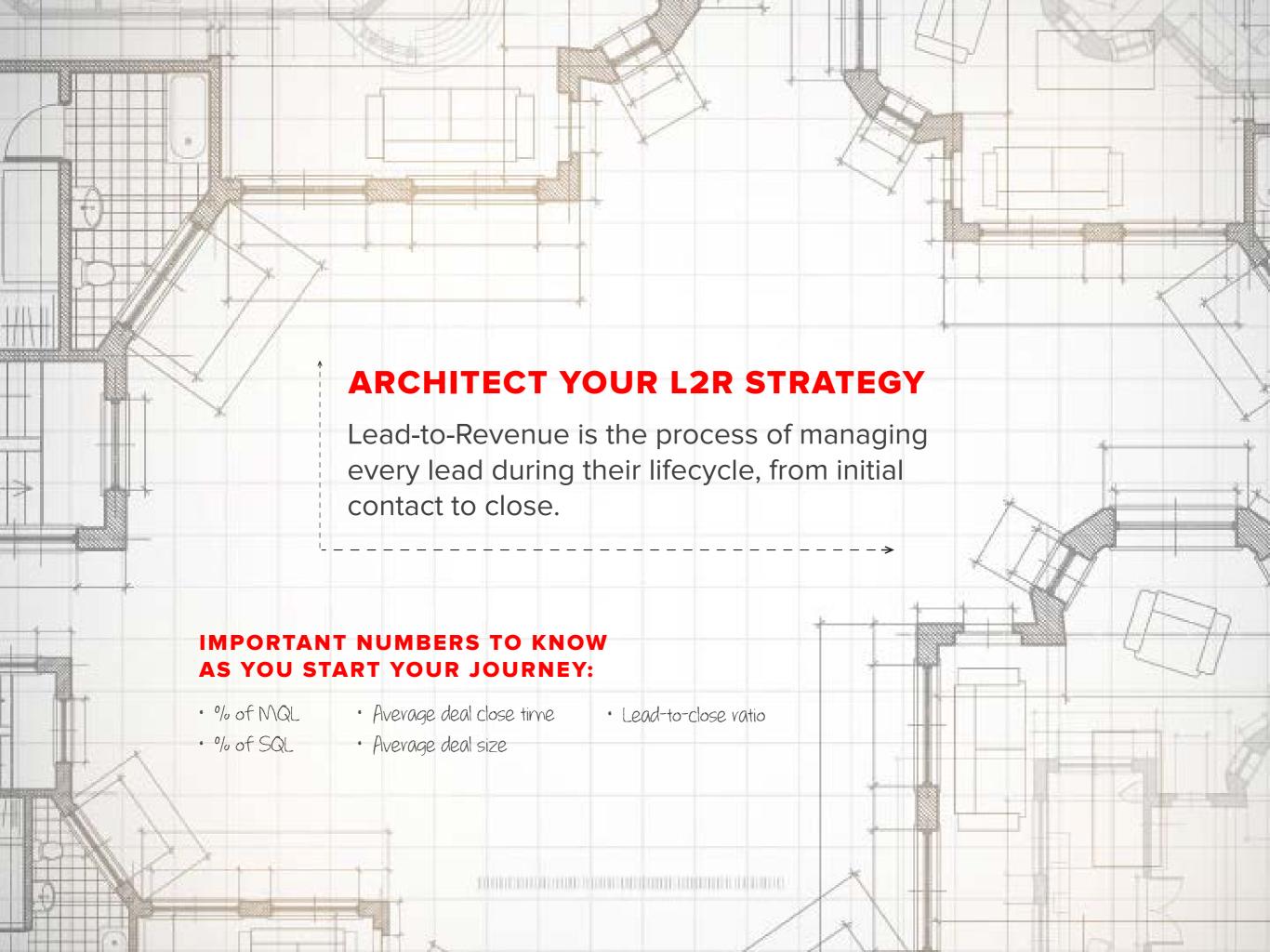
The bottom line is that sales and marketing are not aligned and inefficient performance and a weak foundation for revenue is the result

You can transform your Sales and Marketing teams' success by building a Lead-to-Revenue process that is aligned with the buyer's journey.

TOP MARKETING PRIORITIES:

what Lead Gen/Campaigns deliver = higher lead volume + better lead qualification + better lead-to-close vatios what the CMO caves about = higher revenue





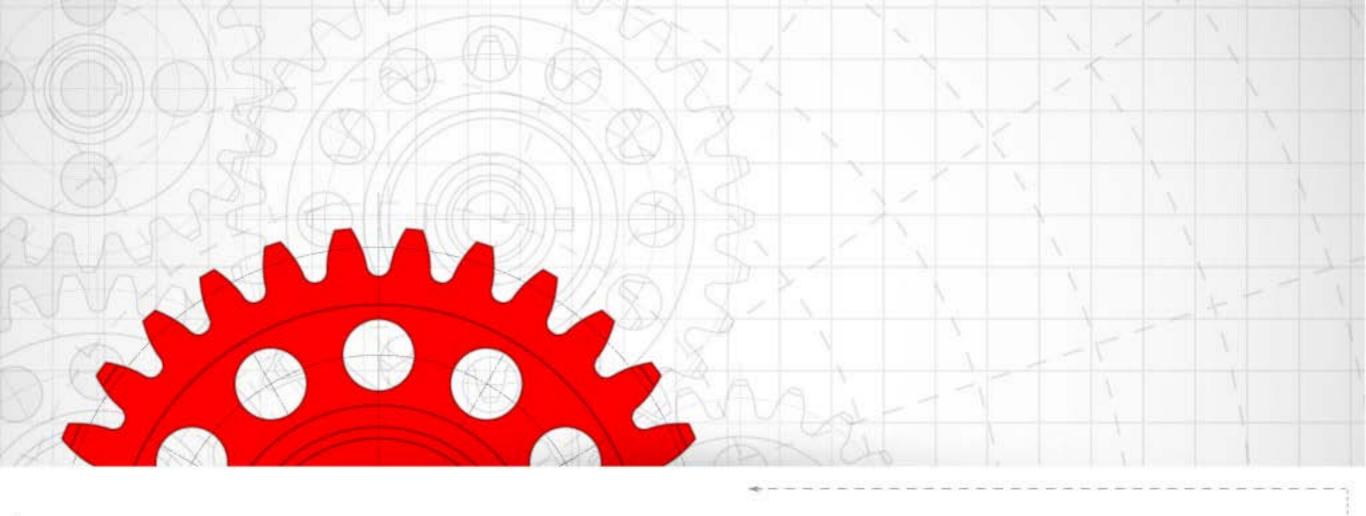
In order to grow revenue by taking control of your lead-to-revenue lifecycle, you first need to understand key areas in your existing sales and marketing processes, including:

- What is your current sales process and where are the bottlenecks?
- Are your marketing campaigns, programs and content aligned to your sales process?
- Do you understand your buyer's buying process?
- Is your sales process aligned to your buyer's buying process?
- What are the key milestones along the sales process that help you ID if your campaigns and programs are successful?
 - Monthly lead volume
 - Engagement rate
 - Average number of touches/interesting moments before engagement
 - Monthly lead-to-opportunity ratio
 - Quality/quantity of touches between opportunity and close stages
 - Key buyers/personas in sales process

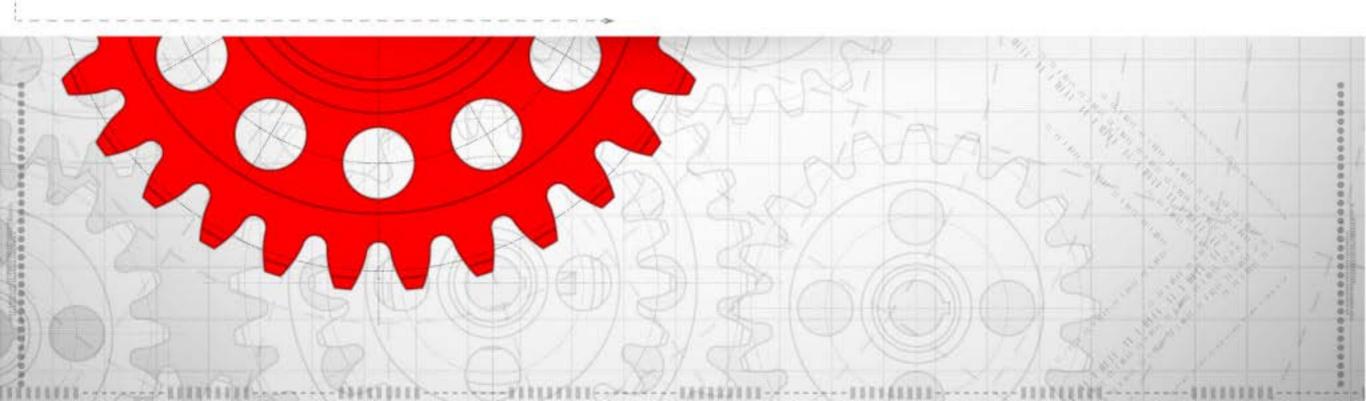
- How are you enabling your sales and marketing teams to be successful?
 - Sales training
 - Onboarding programs
 - Key technology Marketing Automation, CRM, and Customer Success systems

WHAT IS THE RIGHT SALES AND MARKETING TECHNOLOGY?

It can seem daunting to find and utilize the right technology along the LZR path, here are some helpful hints:



5 BUILDING BLOCKS TO GROW YOUR REVENUE



Set your foundation: Identify your key buyers

Knowing who you are selling and marketing to is always harder than it seems.

Sales and marketing teams spend hundreds of hours and thousands of dollars trying to get the right people to engage with their products. But it's not easy to find the buyers that are ready to buy.

HERE'S WHERE TO FOCUS WHEN IDENTIFYING A BUYER:

- How are you engaging with your potential customers?
 - All lead generation campaigns include ways to capture prospect information.
 Traditionally this is through web-to-lead forms, event scans, and outbound phone calls. But how confident are you that the leads you're getting are accurate?

BAD LEAD FORM COMPLETE LEAD FORM Joe Lucas Lead Owner **Lead Owner** James Arndt Company Telsa Motors Company Elon Musk Elon Musk Name Name Palo Alto, California Location Location Chief Executive Officer Title Title Email elon@telsamotors.com elon@telsamotors.com **Email** Phone Phone +1 650 681 6000 Address Address 3500 Deer Creek Road, Palo Alto. Description Description Telsa Motors, Inc. is an electric vehic components manufacturer. The company manufactures electric vehicles, from sports

Do your buyers fill out your lead forms accurately? They may just not know the correct data, like industry or number of employees. Do your buyers know how much revenue their company brings in?

How are you engaging with your potential customers? (continued)
 Successful lead-to-revenue foundations do two things: (1) force leads to only enter the bare minimum of data, and then (2) ensure that lead data being captured is correct. Data enriching technologies use a few simple data points in your lead forms to triangulate a prospect's complete profile. This means your prospects' have less data entry so are more likely to fill out your form.

Using technologies that enable accurate lead enrichment is the best way to ensure accurate and complete lead data.

· How many of them would stop filling out a lead form to get the accurate data? Would you?

DO A QUICK POLL WITH YOUR TEAM.

· How many of them Know your annual revenue?

How clean is your database?

- This may seem like an IT issue, but every Sales and Marketing person should care about their prospect and account data. Every month, data can degrade by more than 4%. That means that even if you bought a targeted list, it can be almost 25% inaccurate in six months
- Successful lead-to-revenue foundations include solutions that constantly clean data in your database, so you can be sure that your data is accurate and ready to use.
- Technologies that provide data cleansing services can ensure that the data you have is always accurate and ready to use.

Keep your CRM and Marketing Automation data current

- Clean and enriched prospect and account data needs to be easy to use. If it's not integrated with your current tools, it won't get used at all. If it's hard to use, you're wasting your money
- Successful lead-to-revenue foundations ensure that you are identifying solutions that upload directly into a Marketing Automation and/or CRM system.
- Use technologies that ensure you are driving better pipeline directly into your Marketing Automation and CRM systems.



Frame up your plan: Understand your buyers' journey

Once you've identified your buyer, you need to understand how they actually buy.

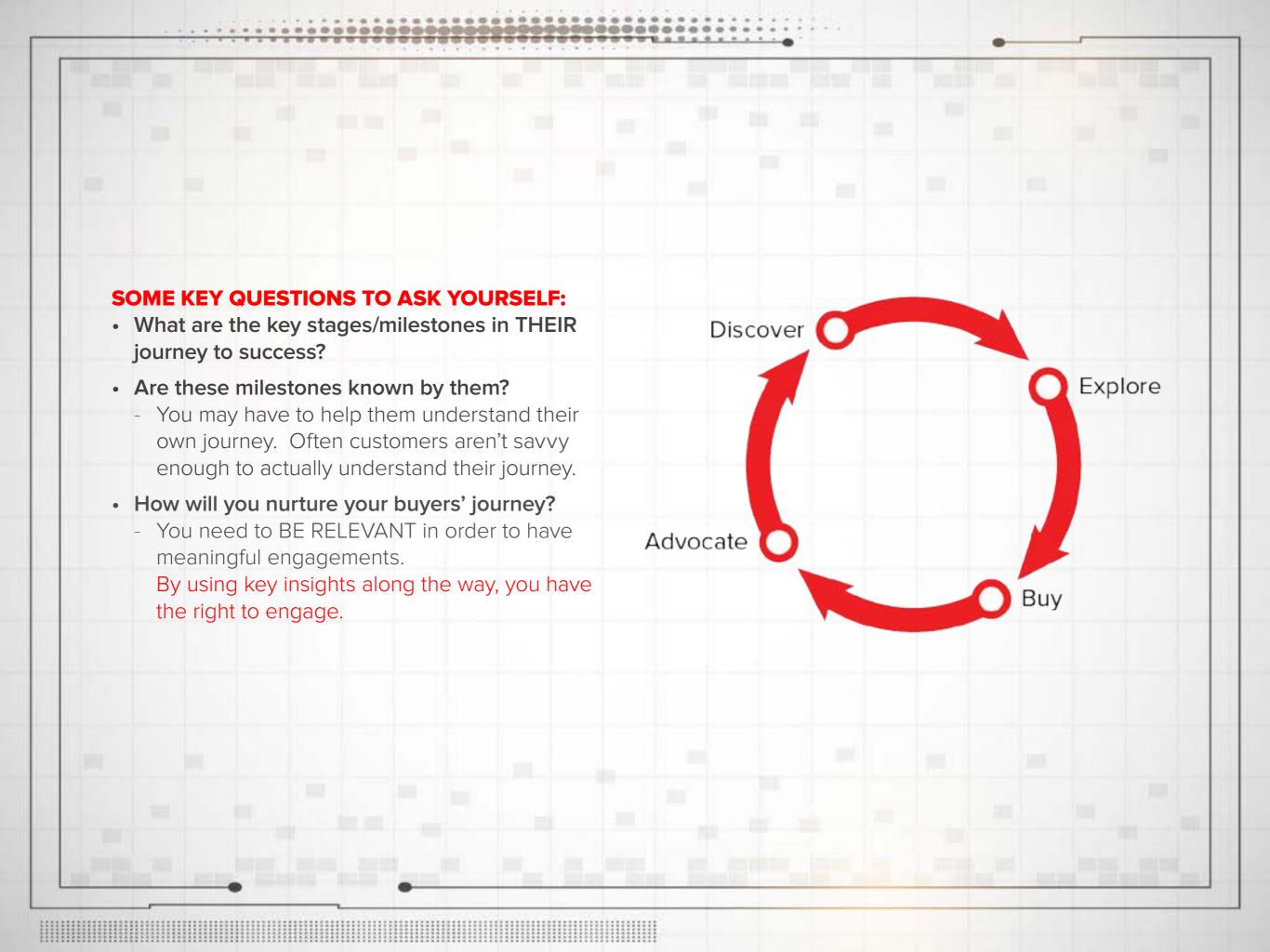
Traditionally sales and marketing focus on the things that they are measured on. In most organizations, a sales process is built to capture key milestones to track success and ensure alignment and proper behaviors. **HOWEVER...understanding the way your prospects buy is also imperative to lead-to-revenue success.**

SOME KEY QUESTIONS TO ASK YOURSELF:

- How do your buyers behave?
 - Knowing who your buyers are is key. Persona creation for each buyer is essential, but have you identified WHERE they engage along the buyers journey?

IDEA:

How about creating personas for technical buyers? Business Ops, IT, Finance, Legal, Sales Ops. These voles influence the buying process and every sales and marketing team should understand what motivates them.

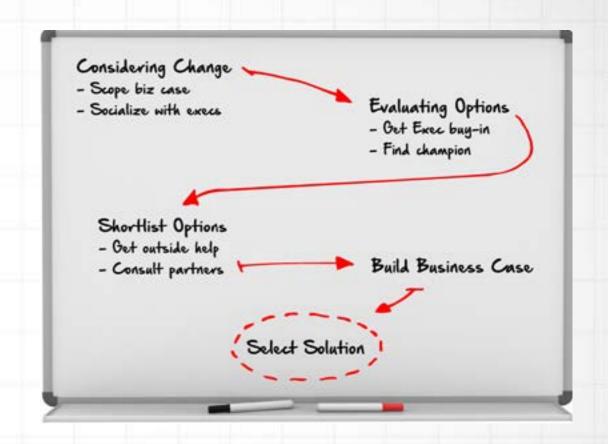


HOW IS THE PERFORMANCE OF YOUR BUYERS MEASURED?

You want to make them successful, but you also want to make their job easier and, ultimately make them more money, either through bonuses or quotas or raises and promotions. Money is the ultimate goal for most people, so be sure you understand how your buyers can make more money.

IDEA:

Set up a whiteboard session with your customer and map out your buyers' journey.





Build your tactics: Create targeted campaigns to engage your buyer

During the buying cycle, finding the right moment to engage your buyer can be difficult.

Sales and marketing teams meet often to talk about the best campaign to run and what is the best way to engage buyers. These ideas often include:

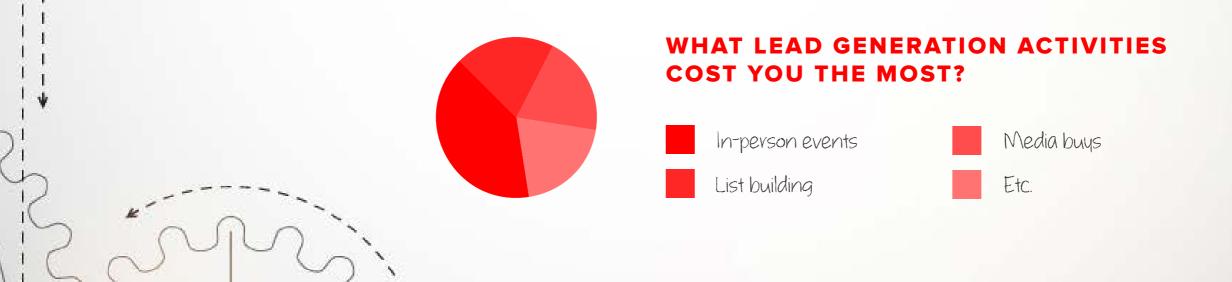
Creating broadly appealing assets to pique interest and offer learning moments.

Creating targeted assets that help fill a gap or fight a competitor or get leads over a common hump.

Driving buyers to online webinars and events presented with customers and other experts.

Offering in-person events to engage new and existing prospects in the buying cycle.

But these campaigns often are very costly. It's common to hear heads of Sales and Marketing teams ask what the ROI is on campaigns. It's important to be 100% sure that the campaigns you are running are completely targeted to the best buyer for you, and that they are hitting them near the right time.



USE FIRMOGRAPHICS TO BUILD TARGETED CAMPAIGNS

By using key firmographic data points, like company size and industry, you can ensure that you are getting the most out of your campaigns.

WHAT IS FIRMOGRAPHICS?

A set of characteristics to segment prospect organizations. What demographics are to people, firmographics are to organizations. Commonly used firmographics include SIC, company size and location.

Key firmographic data points include:

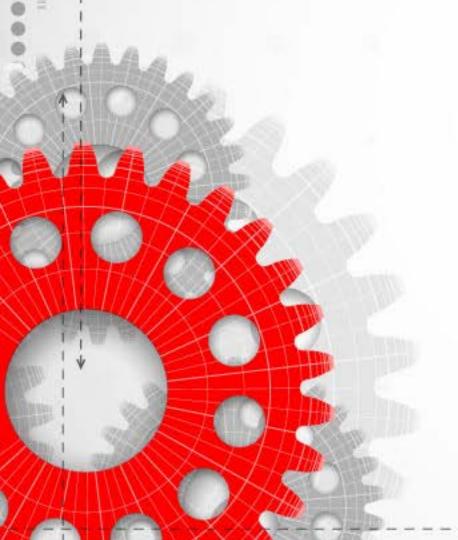
- Company size
- Location
- Employee count

- SIC code
- Financial performance



Paint a picture: Identify trigger moments in your buyers' journey

Every Sales and Marketing person knows the importance of nurturing a prospect through the buyers' journey, but coming up with relevant touch points can be challenging. Especially if you are trying to engage multiple contacts who each have their own goals and metrics. By looking for trigger moments with your buyers, and using those moments to engage, you are much more likely to have a positive response. And that positive response will help you drive your buyer closer to their success.



WHAT ARE TRIGGER MOMENTS?

Key events and activities that happen in an account or with a prospect that helps you engage along the buyers' journey.

Account triggers:

- · Leadership changes
- · New product/solution offerings
- · Acquisitions
- · Partnerships
- · Funding Developments
- · Corporate Challenges

Prospect and/or contact triggers:

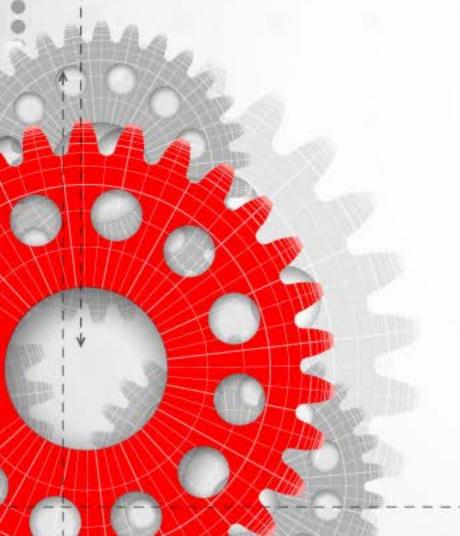
- · Promotion
- · New job
- · Tweets
- · LinkedIn status updates
- · News mentions

Map out trigger moments - Mapping out example trigger moments into your sales process can help your teams proactively think about ideas to engage with customers. Even better, show the buyers' journey with key trigger moments plotted along the continuum of discover → explore → buy → advocate) Use alerts to stay on top of your game Most sales and marketing teams don't have time to constantly crawl social, web, and news sources to stay up on all of their account and prospect trigger moments. It's more important to be out there closing leads than doing days of research. By using automated watchlists and alerts, you can have insights delivered directly into your email inbox, every day.



Pull it all together: Build a virtual connections database

Along the buyers' journey, there are times when you need to engage with more than one person in the process. Often these people are not easy to find. By combining all of your connections (LinkedIn, Facebook, email) and your teams' connections into a virtual pool, your chances of finding people in your account are much higher.



Build a personal connections strategy

- Sales and Marketing teams often have hundreds (if not thousands) of contacts spanning various technologies and non-technologies (um, that stack of unscanned business cards on your desk that's collecting dust, for one). It's daunting to imagine how you will collect all of those contacts into one place. Especially as your teams move from role-to-role.

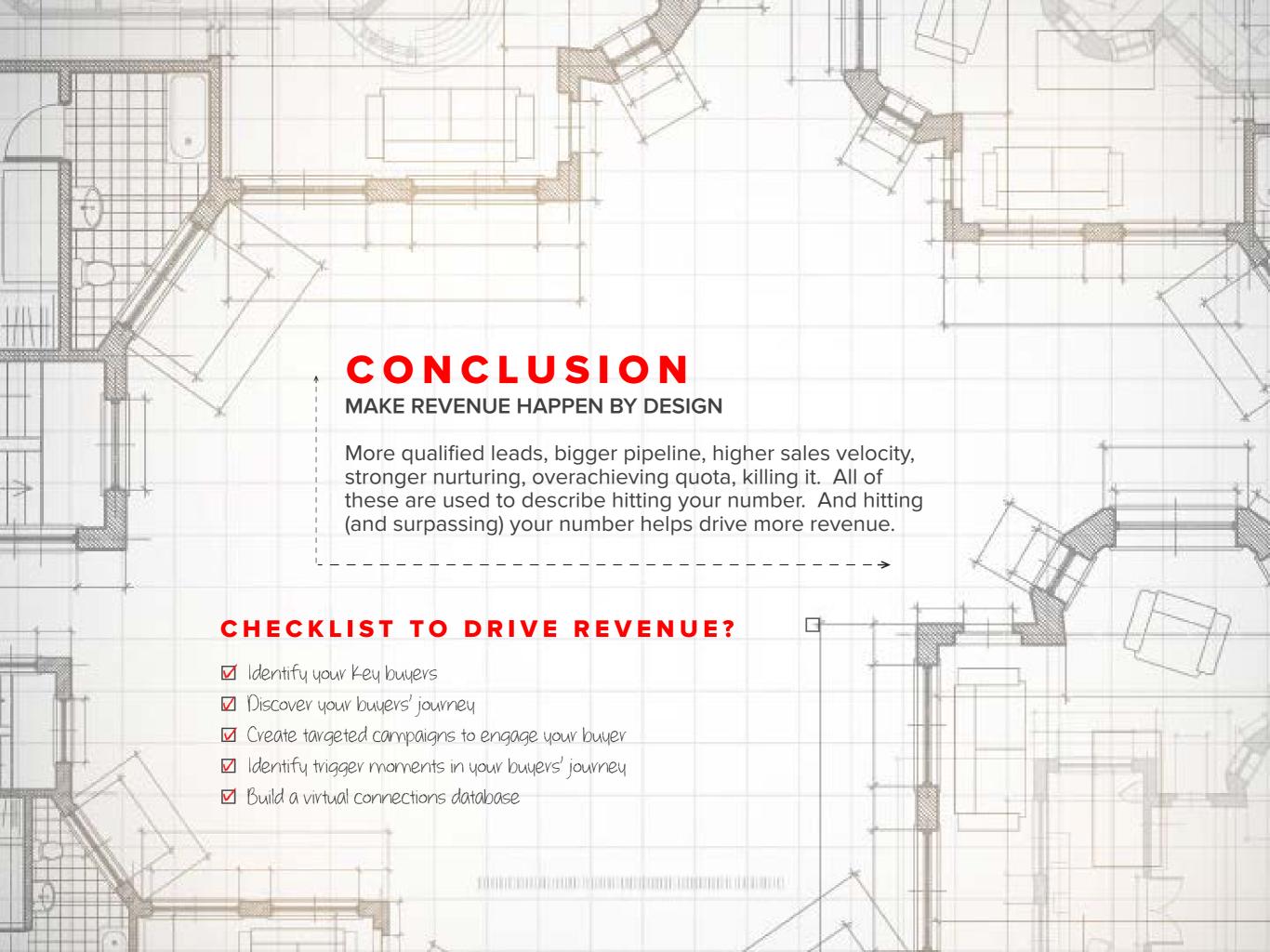
Create a private connection network

- Everyone on your sales and marketing team has a unique set of contacts. However, their contacts may be only visible to that individual team member. By gathering all of your teams' contacts and making them visible to your entire sales or marketing organization, it's much easier to find connections and make contact with the right buyers. Identify technologies that help to create a private connection network.



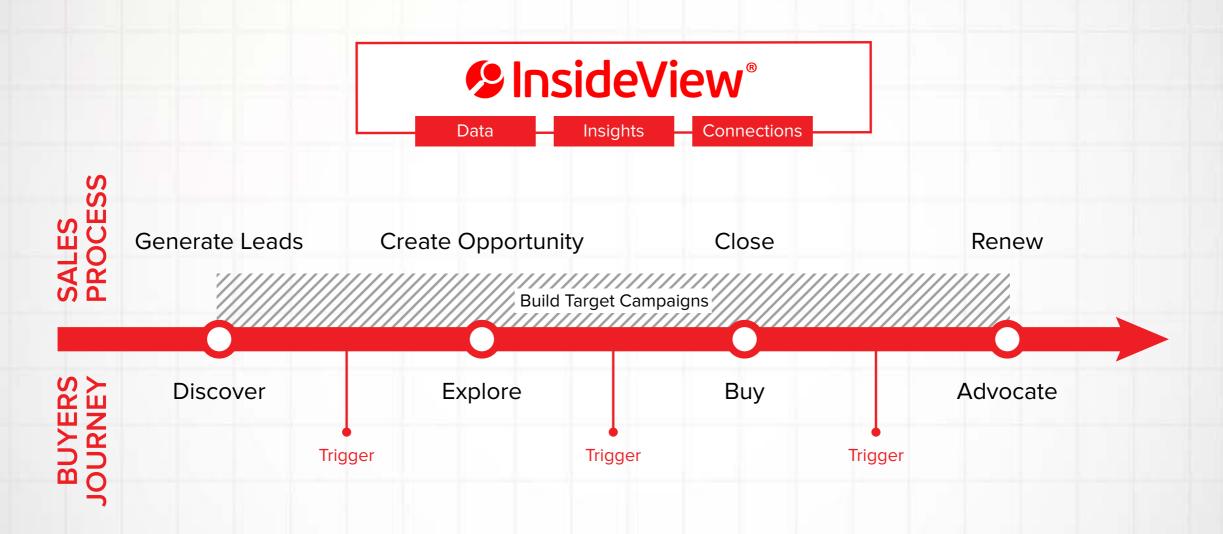
WHERE DO YOUR TEAMS' CONTACTS RESIDE?

- Multiple email locations (Gmail, Outlook, Yahoo!, school email)
- · Social channels LinkedIn, Facebook
- · Business cards
- · CSV files on thumb drives
- · Professional groups
- · Event attendance and vegistration lists



INSIDEVIEW CRM INTELLIGENCE PLATFORM MAKES REVENUE HAPPEN

With the InsideView CRM Intelligence platform, we span the revenue chain and drive more revenue.



The CRM Intelligence platform collects more than 30K sources of social, news, financial, and connections data. We triangulate the data using proprietary algorithms and an editorial staff. And then we deliver the most accurate data directly to your sales and marketing teams. The data, insights, and connections can also be updated seamlessly into your Marketing Automation and CRM systems.