

# LEAD G2

**Getting Prospects  
to Raise their Hands**



**Matt Sunshine**

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## **2. Is This Book Right For Me?**

“You have to be burning with an idea, or a problem, or a wrong that you want to right. If you're not passionate enough from the start, you'll never stick it out.”

–Steve Jobs

### **Who Should Read This Book?**

Without getting into the nitty-gritty of titles or job descriptions, let me answer in broad strokes: this book is for anyone at a company concerned with growing revenue and improving ROI. If growth and/or efficiency are of any concern, whether you're an Owner, CEO, or both; Executive VP of Sales or CMO; VP of Marketing or Chief Sales Officer; or aspiring to any of these positions, I encourage you to keep reading.

### **Smarketing**

We're in a new era where the lines between sales and marketing are continuously blurring. The purview and responsibilities of a marketing professional have extended way beyond traditional

channel messaging, winning creative awards, having enough impressions, and the cost per thousand impressions (CPM) that you were able to achieve. Nowadays the work of a marketer is judged on driving sales, driving lead conversions, allowing the sales staff to go on more qualified calls, and ultimately driving top-line revenue and ROI. With respect to your company, if you consider any one of these variables and ask, “how can we do better?” this book is for you. Call it a marketing book for the sales manager or a sales manual for a marketing executive, whatever side you’re on your end goals should be the same.

### **Self-Examination**

Take a good long look at your organization and play doctor for a moment. How would you assess the health of your Sales Department? If it’s somehow lagging, what would you prescribe to give it that shot in the arm? Conventional wisdom has always been to hire more salespeople and let them go to work. The sales force has long been entrusted to go out there and, by the powers of positive thinking and good salesmanship, make it rain. However, the

game has changed and, without building in the right efficiencies at the various stages of the sales process, we'll quickly learn that this approach is not only inefficient, but potentially a big waste of money.

But let's assume you have the right number of salespeople and they're all just rarin' to go. Are they going on enough appointments? If they're not going on enough appointments, it's likely not because they're slackers; they may well be the best in the field. At the very least, there's nothing a salesperson would rather do than go on more appointments. But they need leads. Good leads. Better leads. Chances are they don't have the quality leads they need, and to ask a top-level highly paid salesperson to sit around and make cold calls for a few hours a week is not the best use of his or her time, or the company's resources. In short, it's not a realistic approach.

The focus should *not* be on getting more salespeople, but on getting your current salespeople out in front of more quality leads—*prospects* not *suspects*. That is a better place for you (owner, CEO, manager) to be spending your time and energy.

## **Simple Math**

Let's say you have 10 salespeople and each one has 2.5 quality appointments per week. We'll define a quality appointment as one that was set in advance, with a specific agenda, and the primary purpose of the appointment is to do a needs-analysis or present an idea or solution.

As a sales organization you would have 25 new opportunities in play over the course of one week. Now let's say you have only seven salespeople, but they each have two quality appointments per day. We're now looking at 10 quality appointments per salesperson, per week, with 70 new opportunities in play each week. We are talking about 30% less personnel and 180% more output. This is a model for *efficiency*.

Call it a biological survival imperative that every business must strive for this type of efficiency. To remain effective and competitive, an organization cannot be wasteful, and one area of operation that is most often overlooked for efficiencies is the front end of the sales process, that is lead generation.



Not to say that inefficiencies don't exist in other areas. By breaking up the sales process into its component parts and focusing on each part individually, applying efficiencies at various stages along the way, the outcome will be a reintegrated and reinvigorated sales organization with greater revenue and stronger ROI.

This doesn't always mean wholesale changes or a complete overhaul are needed. Playing doctor again, this may warrant a more surgical approach. For example, I was recently looking at a client's entire sales operation and breaking it all down. We determined that he was inefficient, and consequently weak, in only three areas.

The areas we needed to look at were:

- Lead Flow
  - We needed to determine if there were enough leads coming in and enough new prospects
  - We also needed to know whether there was enough activity on the top or front end of the sales process

- Diagnosis
  - Were they uncovering a client's needs in order to bring back ideas and solutions?
  
- Activation and Renewal
  - Was their customer service process allowing them to maintain and grow sales?

### **Mending Fences**

Regardless of the extent of the changes you need to make, if you're looking to drive revenue and make your organization more efficient, this book is going to help. I touched on the mind-melding synchronicity between sales and marketing departments but, while the lines between them are blurring, they do so mostly in theory. In practice, they remain two separate divisions and the tension and strife between them is a great drag on efficiencies. Salespeople complain about the quality of leads, preferring instead to develop their own from scratch. Talk about redundancy! The lead generators

in marketing complain that the problem resides in the lousy follow-through by salespeople—they can't ever seem to close.

I have a solution herein to end this schism, bringing sales and marketing personnel back in synch and optimizing these valuable resources. It's a seven-step inbound marketing system that accesses powerful tools and analytics to improve the quality of the leads passed from marketing to sales while improving how salespeople exploit those leads, boosting their success rate and closing sales. Having been on both sides of the fence, I can say without a doubt that when sales and marketing are working together amazing efficiencies and bottom-line results can and will be achieved.

### **What Questions Will This Book Answer?**

You've read this far, so inbound marketing has, hopefully, piqued your interest, but your time is money and you may be asking yourself, "What am I really getting from reading this book?" So let me tell you what's in it for you if you stick with me.

## **How Do I Get ROI?**

All this talk about efficiency, but what does it really mean? I'll show you six ways to get ROI out of inbound marketing and how to measure them.

1. Breaking from conventional modes of thinking—to be an effective competitor is less about maximizing resources, i.e. adding new salespeople, and more about optimizing what you already have.
2. Improving your online visibility and brand recognition
3. Establishing yourself as a thought leader
4. Knowing when to close existing leads and when to re-approach dead ones
5. Losing the bloat
6. Going leaner and meaner translates to fewer salespeople with better lead intelligence, going on more qualified calls, and closing more sales.

I'll get deeper into these six ways later on, so stay with me and your bottom line will thank you.

## **How Do I Set Up a System to Attract More Leads?**

I'm going to tell you how to make this inbound marketing system and all its efficiencies work for you and your organization. Back to fishing, how to bait the water with quality content and cast a shorter, more controlled net so those few desirable prospects, keepers who are truly interested, find you and identify themselves, rather than you chasing after them.

## **What Are Some Ways to Improve the Quality of My Leads?**

This book is going to show you ways to provide your sales team with quality *lead intelligence*, so they not only know who to call but when to call and, most importantly in the name of *context*, what the prospect is interested in. This way, your salespeople can move their prospects along the sales process more quickly and effectively.

## **How Can I Get This Same Lead Intelligence with My Current Customers?**

Let there be no mistake, your best customers are your competitors' best prospects. Think about this and ask yourself, how do you

continue to grow and maintain revenue potential with your existing customers? Or put another way, how do you continue to bring value to them? We'll show you insightful ways to find out what they're interested in and also how to establish yourself as an expert or thought leader in their minds.

Ask a couple's therapist, continuing to keep things fresh is the key to a long-lasting marriage. The same holds true for an old customer, keeping things fresh enhances the perception of your ongoing value. Experienced managers know that customer acquisition and retention trump a quick sale. Remember, you're not transaction driven, you're in it for the long haul. Results will come.

### **How Do I Align Sales and Marketing to Maximize Results?**

Let's flash forward, you have an inbound marketing program and you have your sales team, now how do you realize your full potential? By creating a solid partnership or *alignment* between sales and marketing is essential for your inbound marketing program to have any kind of success. One of the biggest issues

getting in the way of this success is an inherent lack of transparency between the marketing and sales departments. This problem is systemic and runs deep, it will require more than just a memo or a team meeting to fix. A Service Level Agreement (SLA) between the two departments needs to be implemented so that the two teams work better together, regularly share information and feedback, collaborate on strategy, and set clear expectations and responsibilities from the get-go. Setting up an effective SLA is *not* easy, but read on and I will show you five steps to ensure that you get it right and reap all the benefits.

**Your Next Steps:**

- Assess how is the health of your sales department
- If it's lagging, consider what would give it the shot in the arm it needs
- Ask yourself whether you already have enough qualified leads coming through your system
- Download a worksheet from <http://bit.ly/leadg2thebook>

# Where to Go Next

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