

How to get prospects to call you... when they're ready to buy!



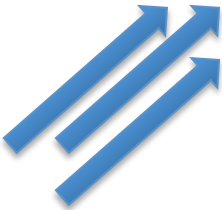
Disturbing Realities:

- **73% of all leads handed over to sales are not sales-ready. (Source CSO Insights)**
- **79% of marketing leads never convert into sales. Lack of lead nurturing is the common cause of this poor performance. (Source: Marketing Sherpa)**
- **Less than 17% of all leads are followed up to conclusion – yes, no or not now. (Source: Hubspot)**
- **65% of B2B marketers have not established a consistent, systematic and persistent lead nurturing process. (Source: Marketing Sherpa)**
- **Forrester Research, Inc., estimates that only about 23% of companies have implemented a nurture marketing solution (Source: Forrester Research)**

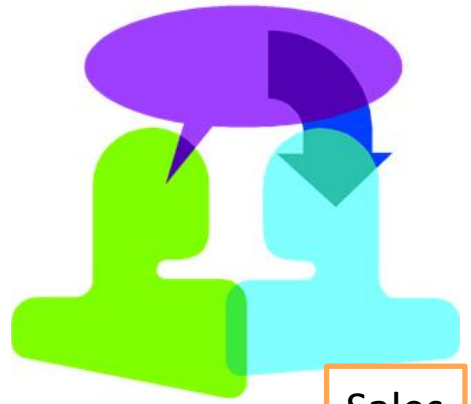
Why is there a rift between sales and marketing?



Marketing



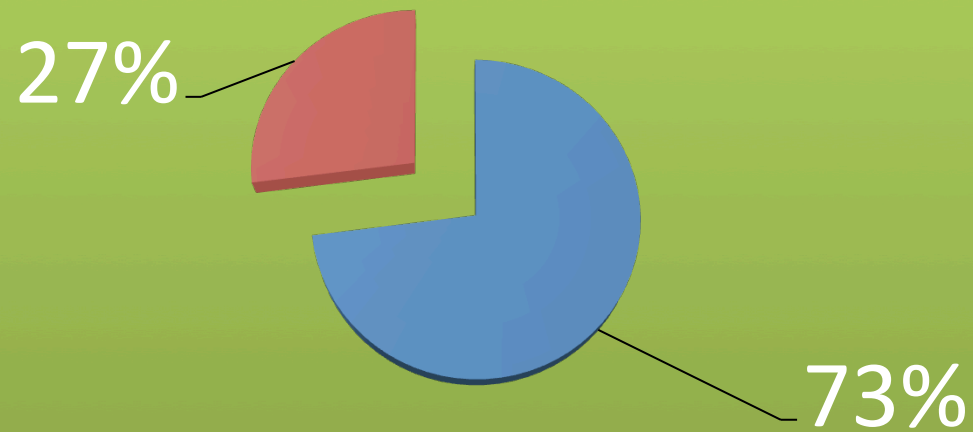
Prospects



Sales

Qualified Leads

■ Not Sales Ready ■ Sales Ready



Marketing Leads Get Lost



Where are those
HOT leads?

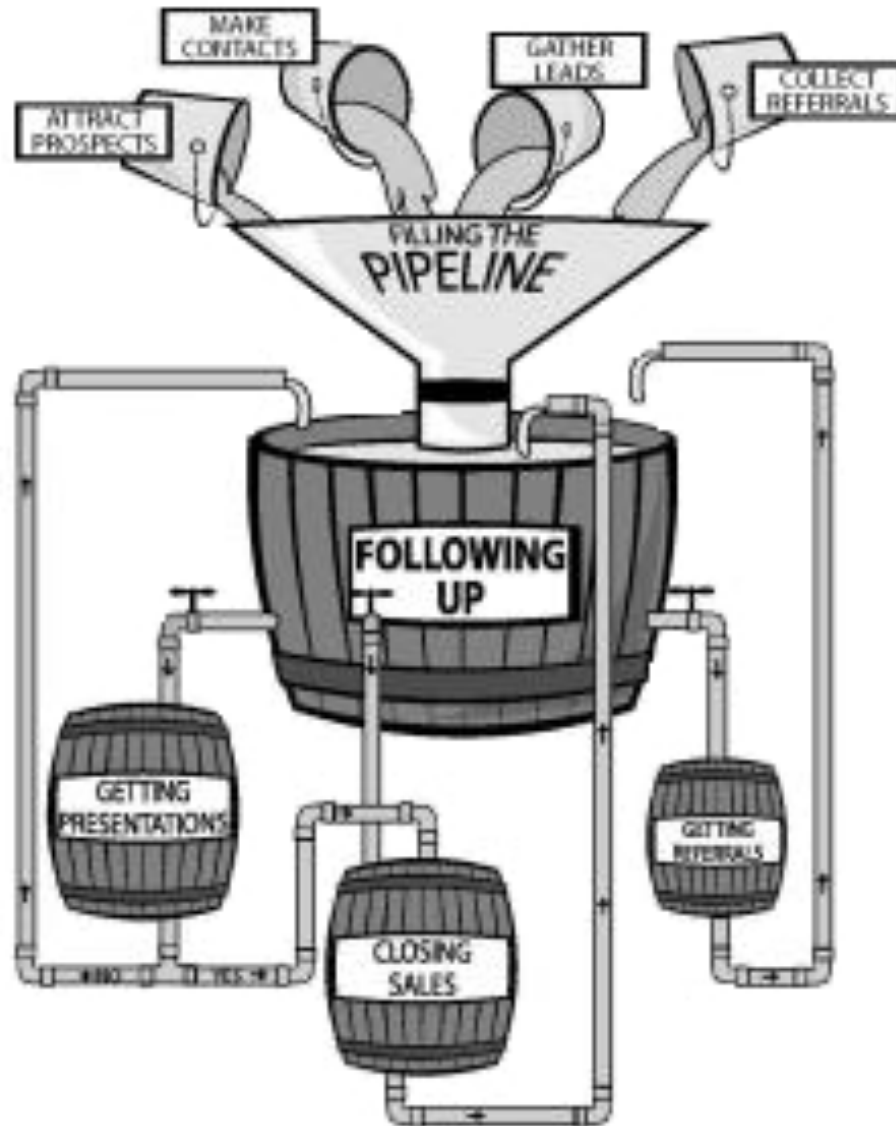


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What should I do next...

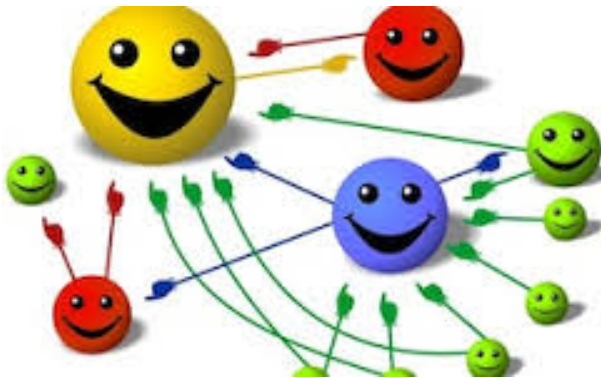


Marketing is a difficult job without good tools!

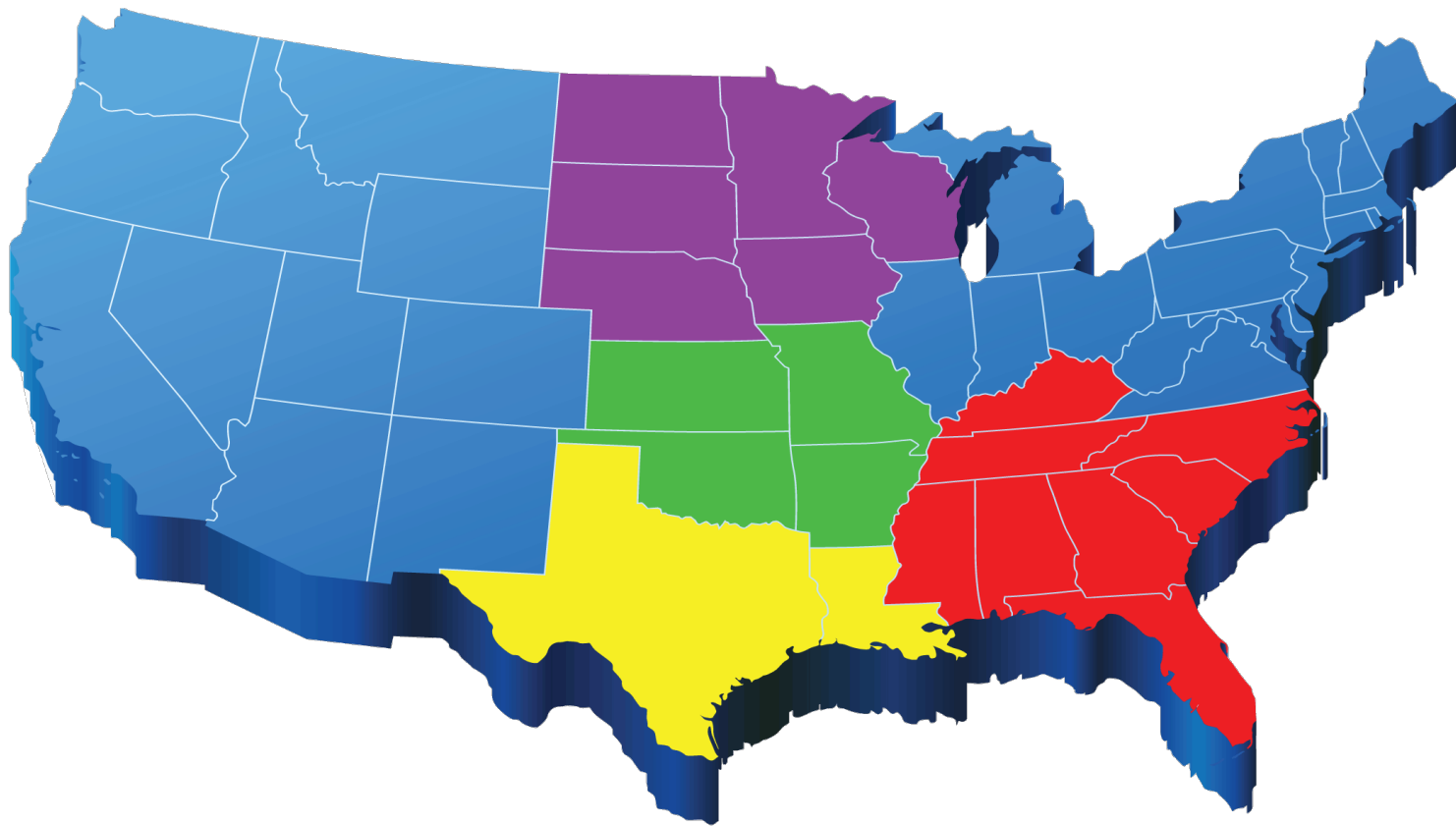


Five Elements of a Successful Marketing Strategy

Territory

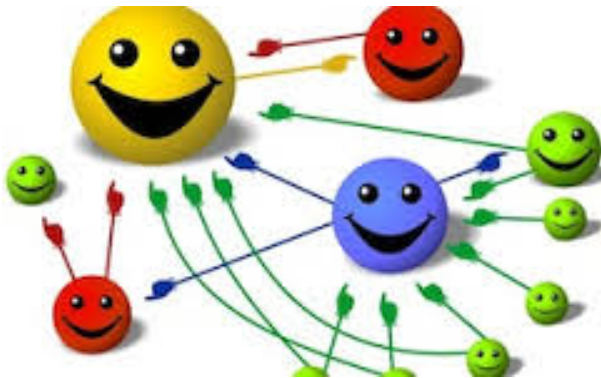


Define Your Territory

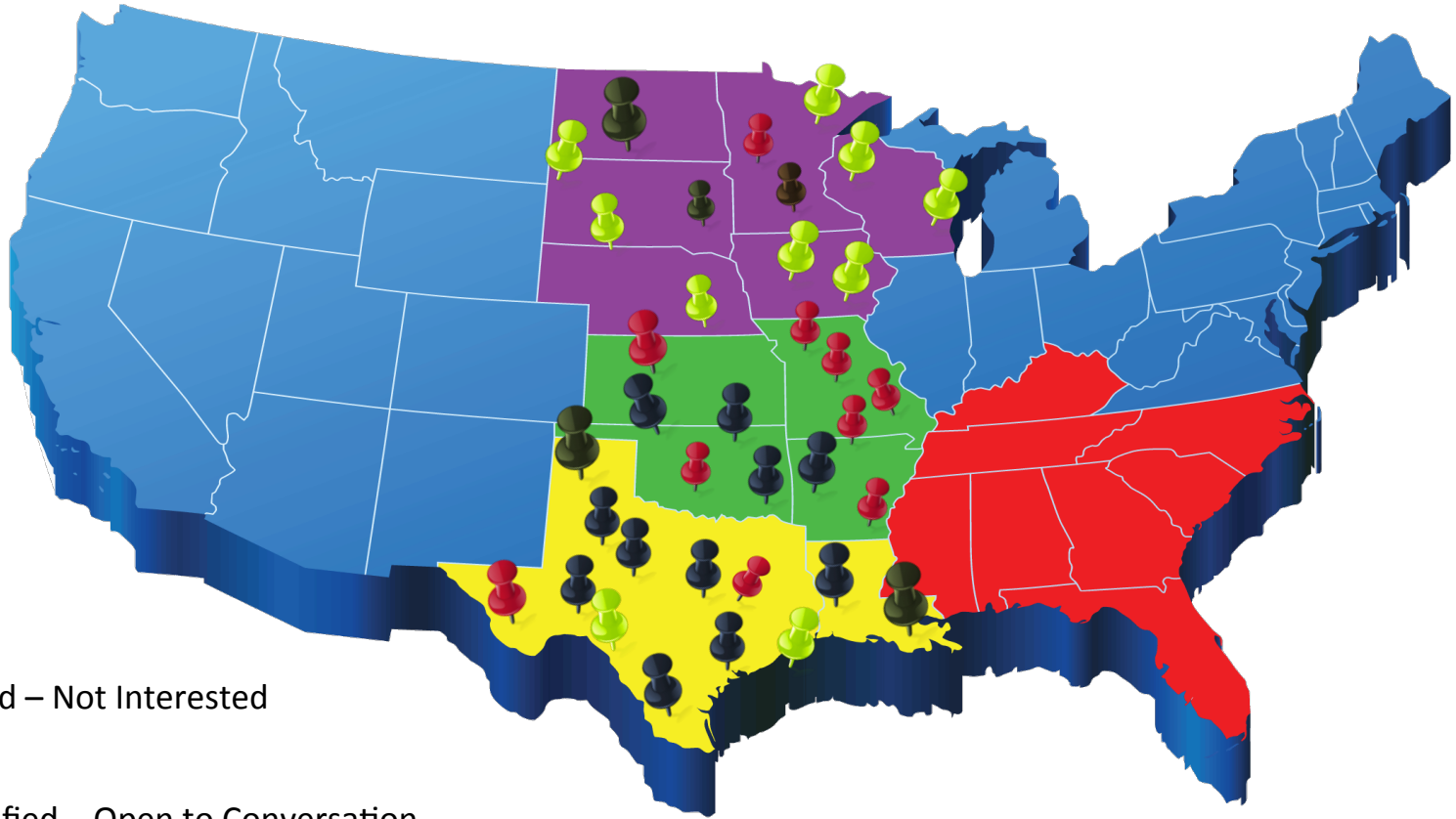


Five Elements of a Successful Marketing Strategy

Prospects



Select Your Ideal Prospects



Satisfied – Not Interested



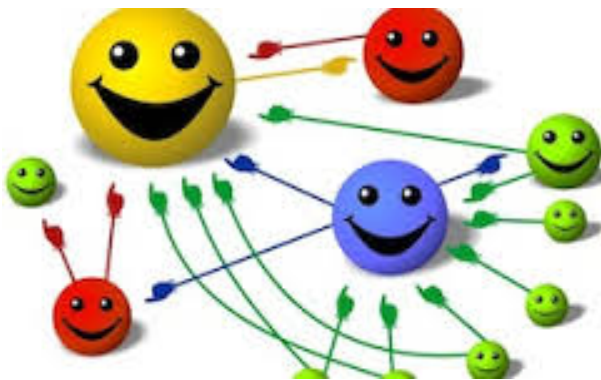
Dissatisfied – Open to Conversation



Actively Searching – Sales Ready

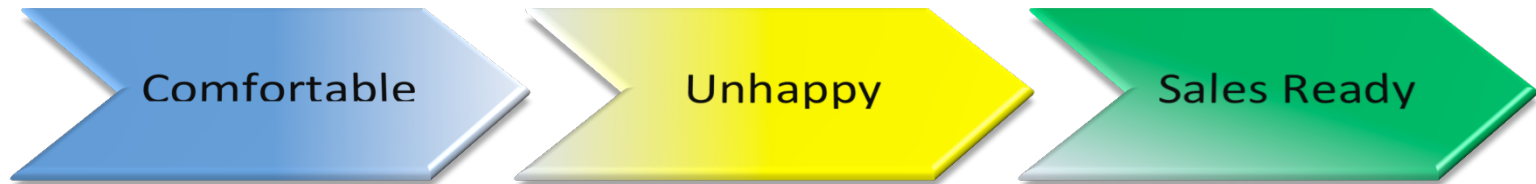
Five Elements of a Successful Marketing Strategy

Message



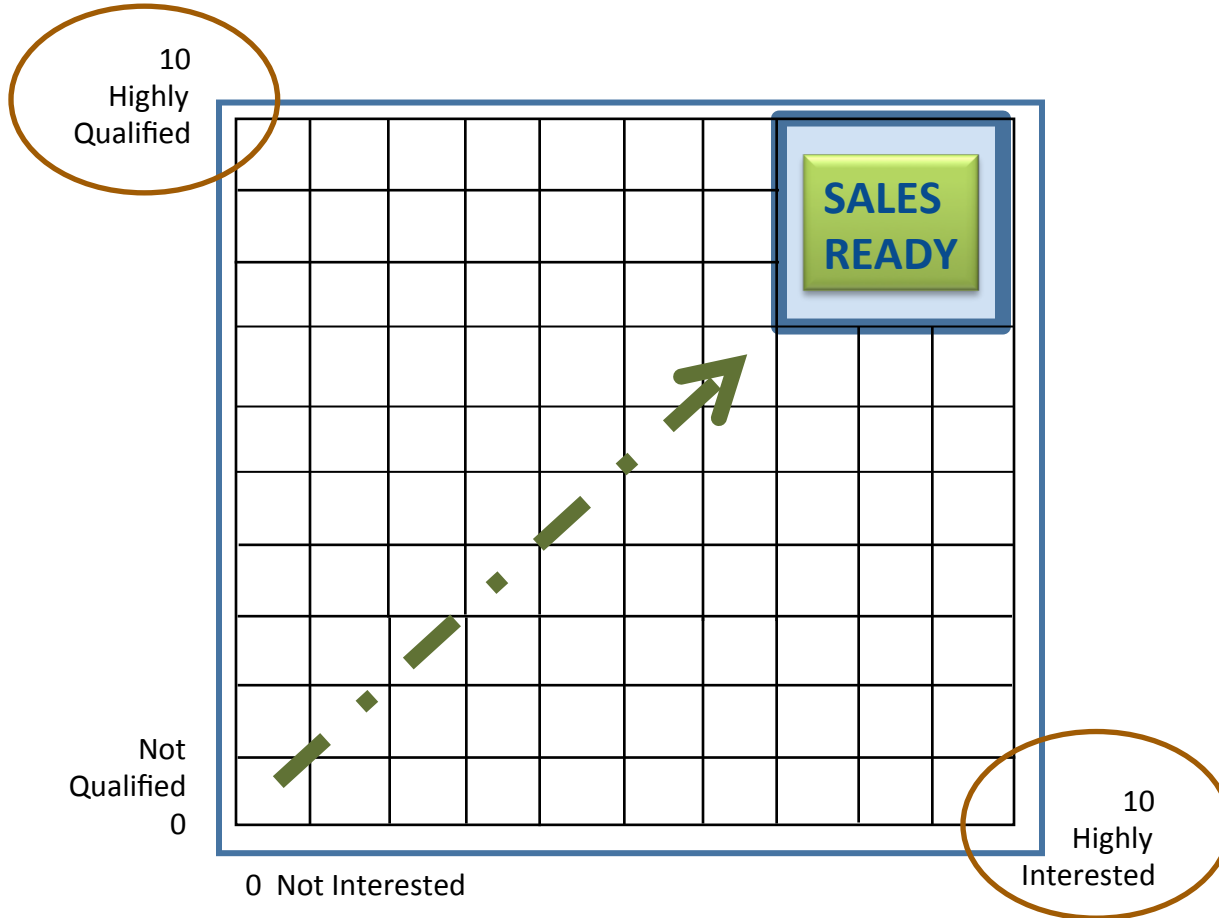
In Sales...Timing is Everything

Buyer Discontent = Your Window of Opportunity



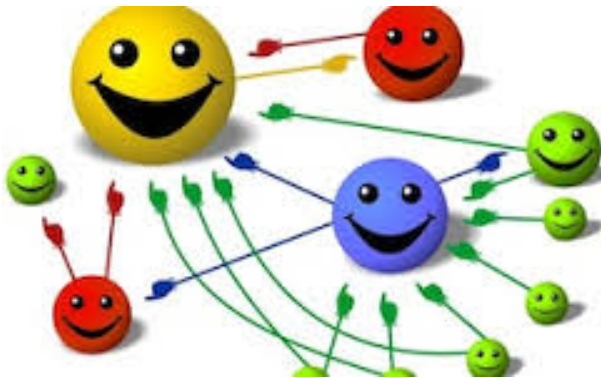


You can't get business you don't know about!

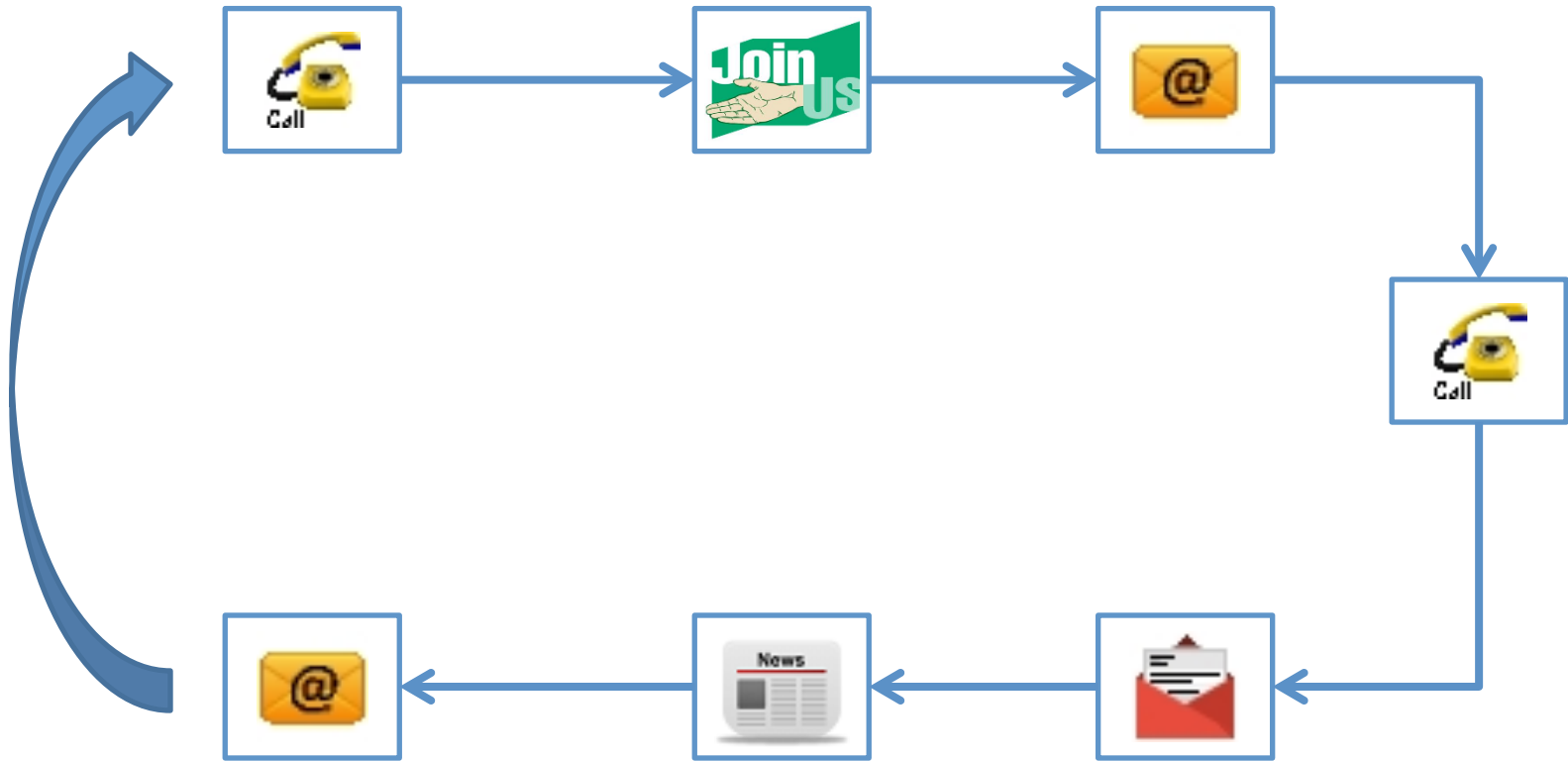


Five Elements of a Successful Marketing Strategy

Frequency

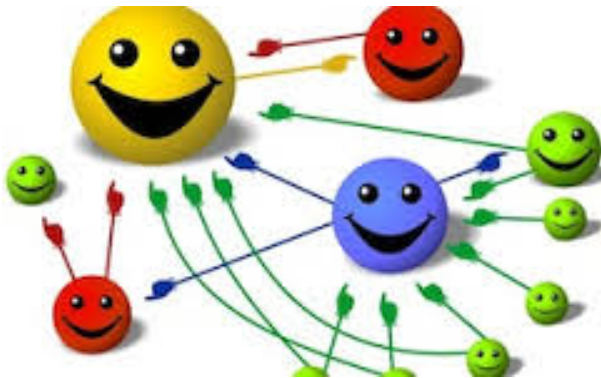


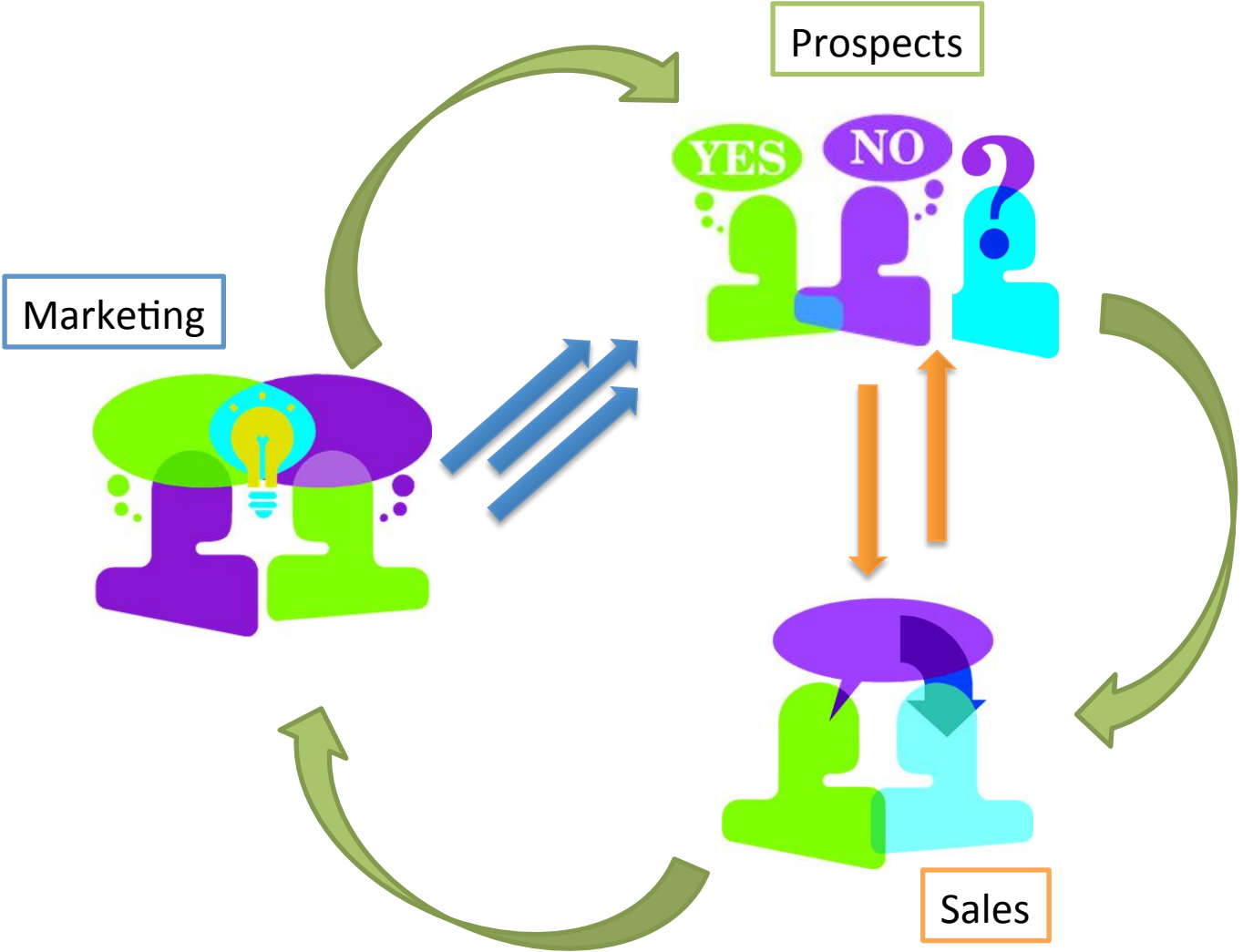
Planning = Success!



Five Elements of a Successful Marketing Strategy

Media





Nurturing Marketing... What can you expect?

1. **50% more** sale-ready leads; **33% lower cost.**

(Forrester Research)

2. Nurtured leads... **47% larger purchases.**

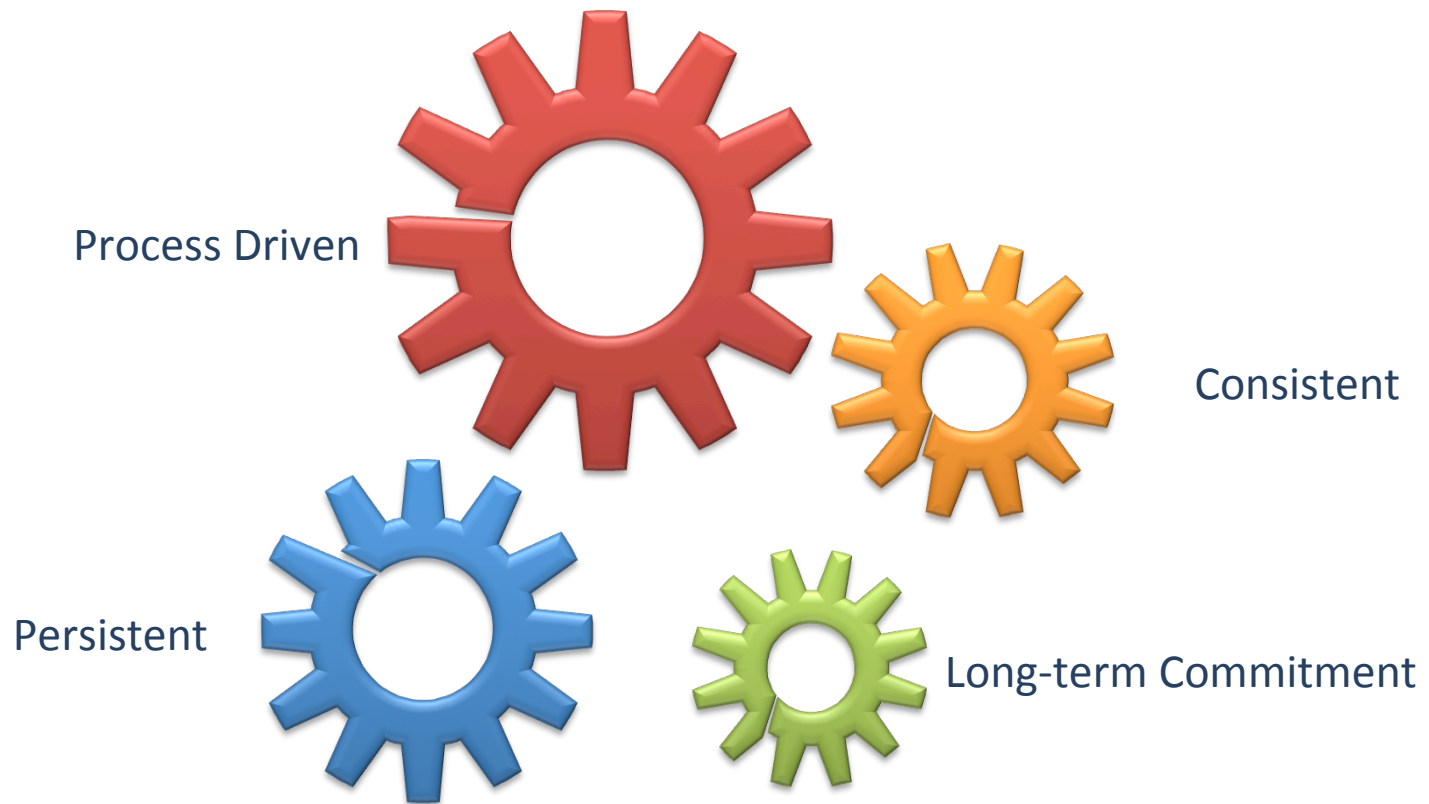
(Source: The Annuitas Group)

3. Sales teams follow up on **75% of Nurture Marketing leads.** (Source:

Forrester Research)

4. Nurtured leads **20% increase in sales opportunities.** (Source: DemandGen Report)

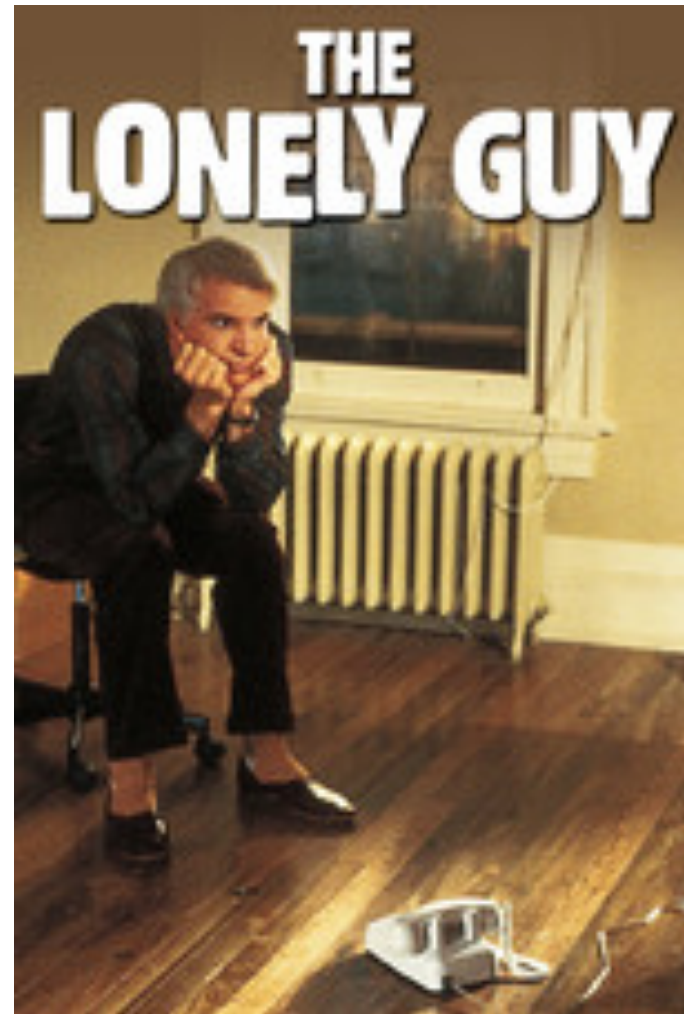
Nurture Marketing Basics



When you need a friend it's
well... you know

too late!

Mark Twain



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