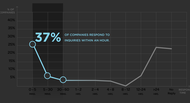
UP and to the RIGHT

The data behind what makes an effective sales process.

IMPORTANCE OF LEAD RESPONSE TIME

Many companies are unaware of how long it takes them to respond to a lead. Only 37% of companies respond to inquiries within an hour.

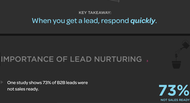


Companies that try to contact potential customers within an hour of receiving inquiries are nearly 7 times as likely to have meaningful conversations with key decision makers as firms that try to contact prospects even an hour later.

One study showed B2B leads must be contacted within 20 minutes to get the most effective qualification.

It is survey, a PHONE CALL followed by an EMAIL has been shown to be the most effective process for B2B lead qualification.

Research shows that 35-50% of sales go to the vendor that responds first.

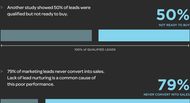


KEY TAKEAWAY:

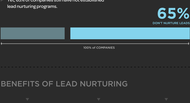
When you get a lead, respond **quickly**.

IMPORTANCE OF LEAD NURTURING

One study shows 73% of B2B leads were not sales ready.



Another study showed 50% of leads were qualified but not ready to buy.



79% of marketing leads never convert into sales. Lack of lead nurturing is a common cause of this poor performance.

Yet, 65% of companies still have not established lead nurturing programs.

BENEFITS OF LEAD NURTURING

Lead nurturing campaigns have demonstrated

35% LIFT IN LEAD GENERATION ROI.

Companies that excel at lead nurturing generate

50% MORE SALES READY LEADS AT 33% LOWER COST PER LEAD.

Sales reps meet quota at a

9% HIGHER RATE & TEAMS HAVE A SHORTER RAMP UP TIME FOR NEW REPS BY 10%.

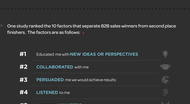
KEY TAKEAWAY:

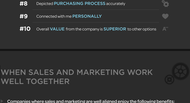
All leads are not the same, but all leads need to be nurtured.

THE BEST SALES PEOPLE

AT A TYPICAL ORGANIZATION, 13% OF SALES REPS BRING IN 87% OF THE REVENUE.

A study done by Steve W. Martin of USC Marshall School of Business found 7 personality traits of top sales people:





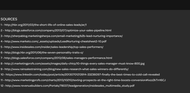
Sales people with an ability to uncover customer problems accrue the following benefits:

Only 27% of sales people report feeling good about their ability to uncover customer problems, yet those who do are 26% MORE LIKELY TO ACHIEVE QUOTA.

The best reps are 20% BETTER AT QUALIFYING LEADS.

40% of teams do not have a playbook. Companies that do have a playbook are 13% MORE LIKELY TO BE HIGH PERFORMERS.

The best sales people are able to access key decision makers.



52% of sales professionals feel they are effective at accessing key players in the buyer's organization.

Those classified as poor performers report being able to access a key player less than 40% of the time.

Those classified as high performers report being able to access a key player more than 60% of the time.

One study ranked the 10 factors that separate B2B sales winners from second place finishers. The factors are as follows:

- **#1** Educated me with **NEW IDEAS OR PERSPECTIVES**
- **#2** **COLLABORATED** with me
- **#3** **PERSUADED** me we would achieve results
- **#4** **LISTENED** to me
- **#5** Understood **MY NEEDS**
- **#6** Helped me **AVOID PITFALLS**
- **#7** Crafted a **COMPELLING SOLUTION**
- **#8** Displayed **PURCHASING PROCESS** accurately
- **#9** Connected with me **PERSONALLY**
- **#10** Overall **VALUE** from the company is **SUPERIOR** to other options

WHEN SALES AND MARKETING WORK WELL TOGETHER

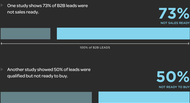
Companies where sales and marketing are well aligned enjoy the following benefits:

A study found that when sales contribute to the overall company strategy, a 15% increase in revenue is seen.

UNIQUE SALES TIPS

Cold call at an appropriate time.

Keep in touch with the prospect throughout the sales lifecycle.



On average sales prospects receive SMS text messages during the sales process convert at a rate 40% higher than those prospects who do not receive such messages.

Leads who will were sent 3 or more text messages after initial contact were 328% more likely to convert.

SOURCES:

1. http://blog.jigsaw.com/the-short-life-of-sales-sales-leads.html
2. http://www.forbes.com/sites/ericsalt/2012/07/31/the-5-minute-rule-for-sales-success/
3. http://www.gartner.com/newsroom/id/1448414 (gartner lead scoring magnetic)
4. http://www.marketo.com/_assets/pdf/marketo-leadmanager-10.pdf
5. http://www.marketoscope.com/sales-tools-tips/sales-calls-perfected/
6. http://blog.kim-arg.com/14-statistics-on-lead-nurturing-that-will-blow-your-mind
7. http://www.marketo.com/_assets/pdf/marketo-leadmanager-10.pdf (performance text)
8. http://www.gartner.com/newsroom/id/1448414 (gartner lead scoring magnetic read more 800 pg)
9. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
10. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
11. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
12. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
13. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
14. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
15. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
16. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
17. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
18. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
19. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
20. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
21. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently
22. http://www.marketingprofessionals.com/articles/marketing-sms-research-and-sales-winners-by-differently

KISSmetrics

People, not pageviews.