

# American Association of Inside Sales Professionals

**Presents** 

## **Sales and Marketing** Alignment

Webinar will start in a few moments....

Learn – Network – Share



# American Association of Inside Sales Professionals

**Presents** 

## Sales and Marketing **Alignment : The Marketing Automation** Effect

Learn – Network – Share

# Welcome!



### Larry Reeves Chief Operating Officer



American Association of Inside Sales Professionals

If you experience audio trouble please dial in at 719–955–1371 or 888–450–5996 Passcode 7231143





www.clarix.com

If you are experiencing audio trouble please dial in at 719-955-1371 or 888-450-5996 Passcode 7231143



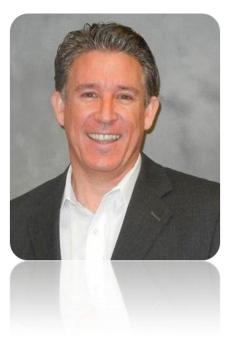
#### www.aa-isp.org



Webinar Series

#### Today's Topic... The Marketing Automation Effect





## Jeff Linton

### Manager, Customer & Field Marketing





Webinar Series



#### AA-ISP Sales and Marketing Alignment : The Marketing Automation Effect

#### Presented by: Jeff Linton Manager, Customer & Field Marketing t: @jeffreylinton | e: jeff.linton@act-on.com



www.act-on.com | @ActOnSoftware





The changing role of the sales

• Consumer trends affecting sales

• Taking reign of new technologies

• Benefits of sales & marketing alignment

#### www.act-on.com | @ActOnSoftware

Is the role of the salesman extinct?

- The buyers' journey has evolved; today every search begins on the Web
- To keep up to speed w/ the buyer on their journey, companies have adapted their sales process to match the demand
- The role of the salesman is far from extinct; the role is evolving as technology and consumer trends advance
- The 21<sup>st</sup> century salesman is socially savvy, empowered by mobility, and consistently engaging on the Web







#### **Decrease in Face-to-Face Interaction:**

- Can be attributed to the rise in digital tools such as email marketing, social media, mobile and teleconferencing
- The idea of one-on-one selling has been eliminated
- Technology has created more cost-effective ways to sell
  - Marketing Automation can be leveraged to shorten sales cycles and reduce cost of customer acquisition

According to Sirius Decisions, "About 50% of all B2B inquires come from inbound channels, and that will jump to about 70% by 2015-2016."





## More Informed Customers & Speedier Buying Decisions:

- Today's buyers are farther along in their buying journey when they make initial contact with your company
- As a result of content marketing, forums and social, prospects can come close to a buying decision w/out ever consulting a salesperson
- Large portions of the sales process might not be visible to a company and as a result buying decisions appear to occur quicker today

According to Forrester, "More than 40% of business technology decision makers indicate forums and social networks influence them throughout their online journey."



#### **Customer Service Expectations:**

- Decrease in society's overall customer service expectations
- Consumers would prefer to compromise service for lower prices
- Transition towards commoditization has had a dramatic effect on product differentiation and traditional selling

Customer Expectations are always evolving. People are using new ways to connect with companies. Social media is now becoming a customer service channel.

#### **The Marketing Automation Matrimony**



- Marketing Automation allows sales professionals to weave together different business processes that touch the customer – including CRM and Social
- Behavioral profiling and additional insight gleaned from marketing automation equips sales with the knowledge of who their sales leads are and how far along they are in the buyers' journey

<u>Competitive Advantage</u>: Salespeople whose companies have implemented marketing automation have a better idea of how prospects are interacting w/the brand (i.e. visiting the website, attending a webinar or downloading a whitepaper) – earlier in the sales process



## 70% of the qualified leads that make it to sales get disqualified or discarded

### often because they just aren't ready to buy now

www.act-on.com | @ActOnSoftware



## But 80% of those "bad or disqualified" leads will ultimately go on to buy from you – or from a competitor – within 24 months





If 3 out of every 100 prospects were "interested", does it not make sense to focus sales efforts directly at those 3 people? How much time, effort and headaches would that save everyone? How much better would that make your sales approach? YES...that's like 97% more efficient.

### Scoring Digital Assets & Behaviors act on

Scoring Rules	😣 Help
Assign a numeric value to each type of response listed below.	
Each addressee's behavioral score will be the sum of these numeric valu response types. You can create lists based on those behavioral scores.	ues for his or her individual
	O Update Scoring Rules
Profile	Score
VP Marketing	20 🤤
Executive Officer	25 🤤
Student	-100 🤤
Recruiter or Job Seeker	-100 🤤
<ul> <li>Add Profile Condition</li> <li>Activity Pick Time Period All</li> </ul>	Score
Was sent a massane	n
Visited these landing pages: <u>choose</u>	55 😑
Downloaded these media files: <u>choose</u>	50 😑
Viewed these forms: <u>choose</u>	40 🤤
Clicked on these messages: <u>choose</u>	45 🤤
Add Scores for Specific Actions	

#### Assets

are they all the same?

#### Individuals

are they all created equal?

#### **Companies**

does revenue matter?

Industry

who is your target audience?



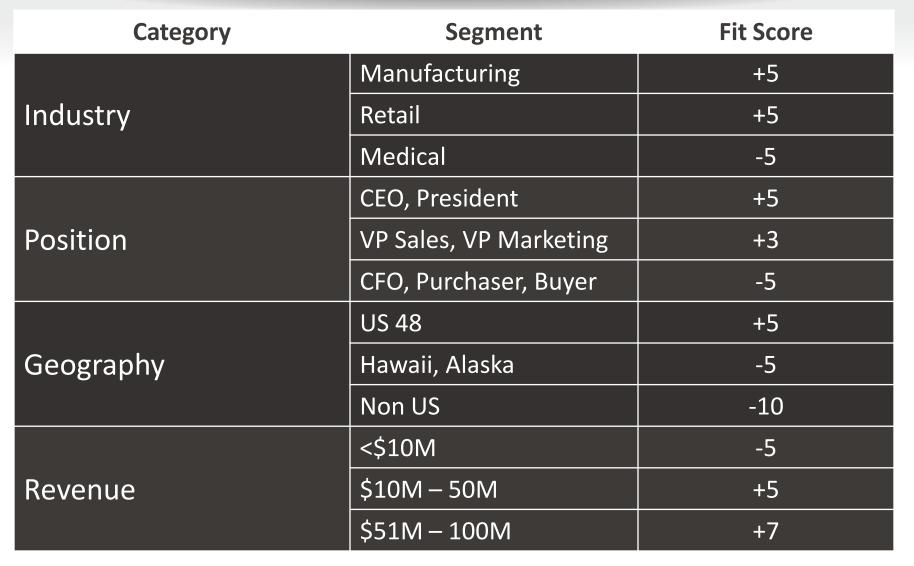
## 2 Primary Factors Create Lead Scores

#### Fit (Demographic) Interest (Digital Body Language)

www.act-on.com | @ActOnSoftware

### Fit / Firmographic Score

act-un



### **Interest / Behavior Score**



Awareness			Consideration	Buying			
+1	Opens email	+20	Watches Video	+40 Visits Pricing Page			
+3	Clicks Link email, social	+25	Downloads Case Study	+50	Uses ROI tool		
+3	Visits Home Page	+25	Downloads Testimonial	+100	Demo Request		
+3	Blog Article	+25	Downloads Sell Sheet				
+3	Takes Survey	+10	Registers For Webinar				
+3	Views Infographic	+40	Attends Webinar				
-50	Career Page	+15	Downloads Industry Report				
		+30	Downloads eBook				
		+20	Downloads Whitepaper				

#### **Hot Prospects**



Home Chatter Leads A	Accounts Cont	acts Opportunities	InsideSales	Act-On Repor	ts Act-On Account	Data Xact	ly Express	Data.c
☆ Home	Hot Prosp	Last 30 days	Refresh					
My Hot Prospects	This is a priori	ized list of your currently m	ost active and	engaged leads and c	ontacts, based on the typ	es of activities	s and scores	
My Website Visitors	outlined in you	r score sheet.						
My Act-On Today	Priority	Name	Туре	Company	Las	st		
	6666	<u>Laura Meyer</u>	Lead	My Sports Hou	ise - Chicago 15 d	days ago	Act-On Profile	<u>e</u>
Messages	0000	William Adeoshu	n	Ø	Edit 🔀 Delete	Close	Act-On Profile	<u>e</u>
My Sent Messages	0000	Master List					Act-On Profile	e
My Scheduled Messages	6660	сто, іт			david.demo@actomatic.co	m	Act-On Profile	<u>e</u>
🖉 Settings	<b>888</b>	Agar Inc. 53444 Camelback Road Phoenix, Arizona		Work	602.486.1579 916.259.1219 602.355.6830		Act-On Profile	
My Profile	<u>8800</u>	<b>Overview</b> Website	Mailings	Forms Webinars	Media Custom	All	Act-On Profile	
My Signatures	<u>8800</u>					×	Act-On Profile	
Website Visitor Alerts	<u> </u>	Page Views		E-mail Sent 114		.5	Act-On Profile	<u>e</u>
Website Visitor Report Settings	<u>6600</u>		15	Opened 106		12	Act-On Profile	<u>e</u>
	<u>9900</u>			Clicked 7			Act-On Profile	<u>e</u>
Resources	6600						Act-On Profile	<u>e</u>
Quick Start Guide	6600	Webinars		Media Downloads 5	Opt-In	1	Act-On Profile	e
	_	Registered Attended	1	Downloads 5		1		
						=		
	Behavioral Score 712 for all time							
			Ope	ened messages: 5	6 pts			
			Clicke	d on messages: 7	0 pts			

www.act-on.com | @ActOnSoftware



## Prioritizing hot leads improves close rates and ensures timely response to ready buyers





## The average lead generation ROI for organizations using a lead scoring process is



In comparison to



lead generation ROI from those surveyed who were not using a lead scoring process.

(MarketingSherpa - Jan 2012)

#### **Typical Use Today (Lead to Revenue)**



act-un

www.act-on.com | @ActOnSoftware



Interested in learning more about Act-On Call +1 (877) 530-1555 Email <u>sales@act-on.com</u> Web <u>www.act-on.com</u>







#### Please submit questions via the question panel



Information will be available for download at conclusion of presentation.

#### Webinar Series

## In Summary...

- Working together with Marketing is more important than ever
- Effective tools and procedures to help
- Done properly can make a significant impact
- We must try different technics
  - Allow reasonable amount of time...
  - Own it!

"Together we are taking inside sales to the next level of

Professionalism and Performance..."







#### www.aa-isp.org



Webinar Series