

From Lead to Deal

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JEZZUP

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Business Fundamentals have not Changed



ACQUIRE



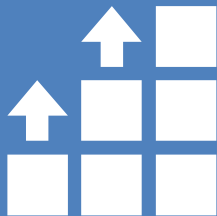
RETAIN



Business Fundamentals Have Not Changed



GROW



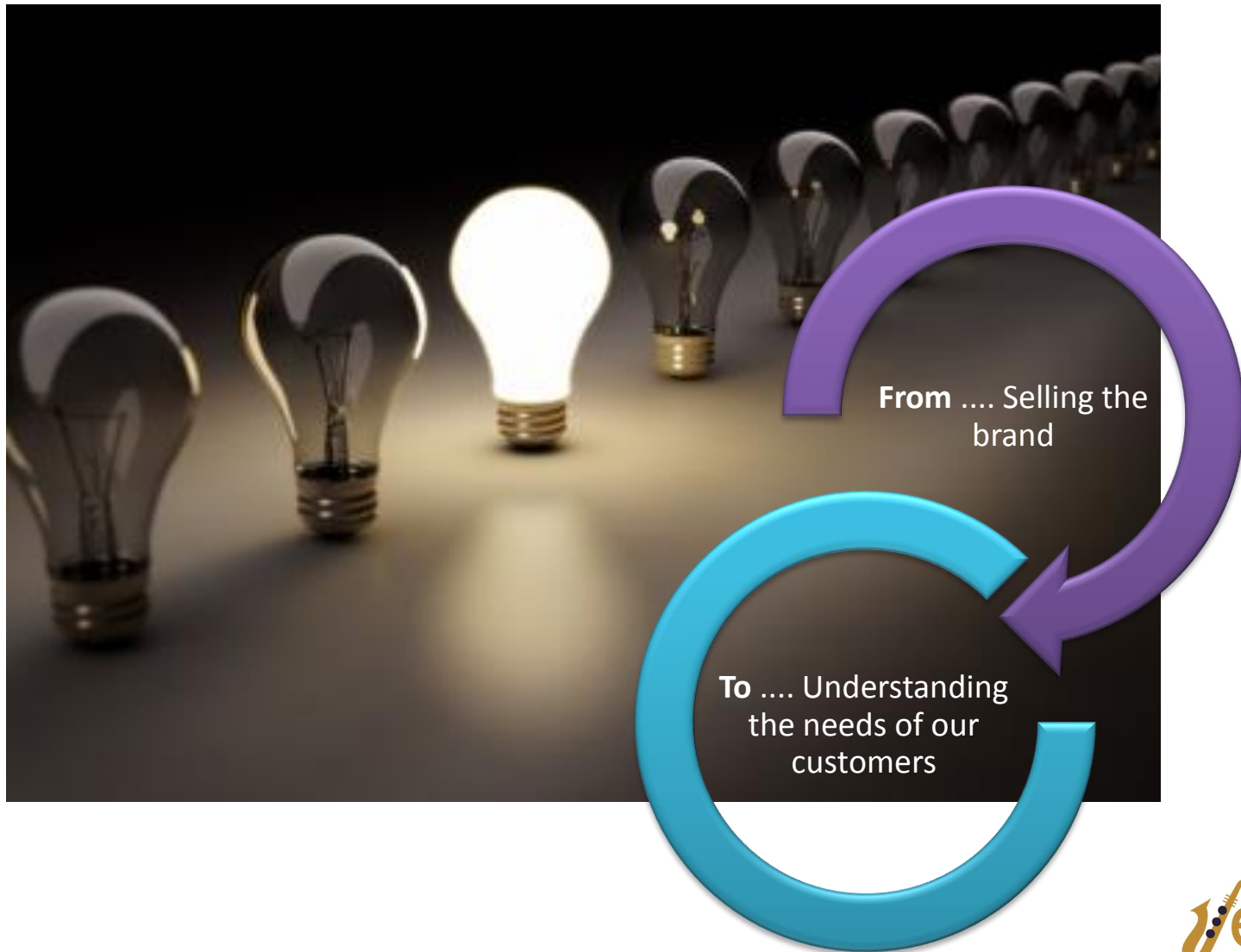
But the world around us has changed

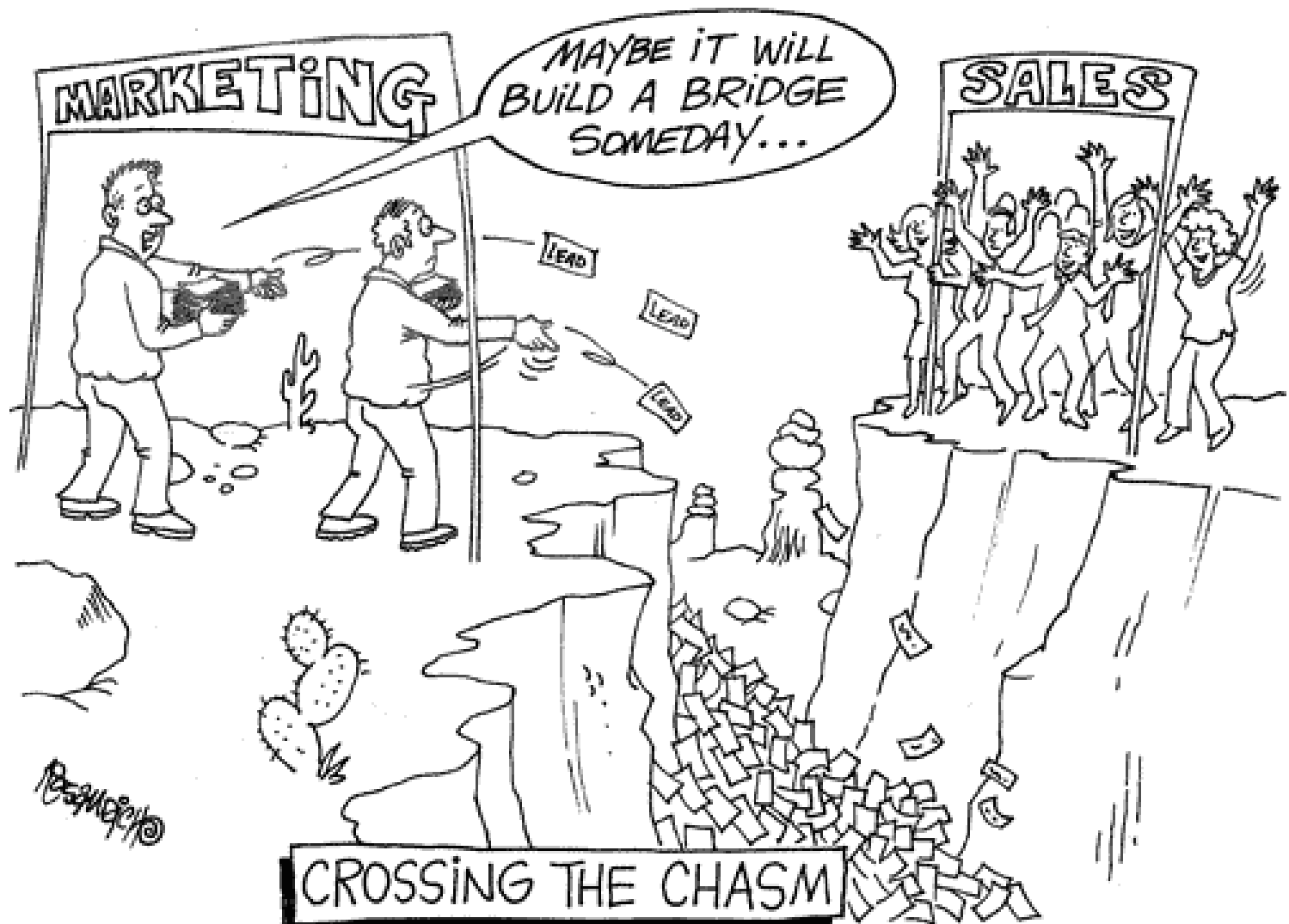


So we have to change the way we think



And keep the light shining

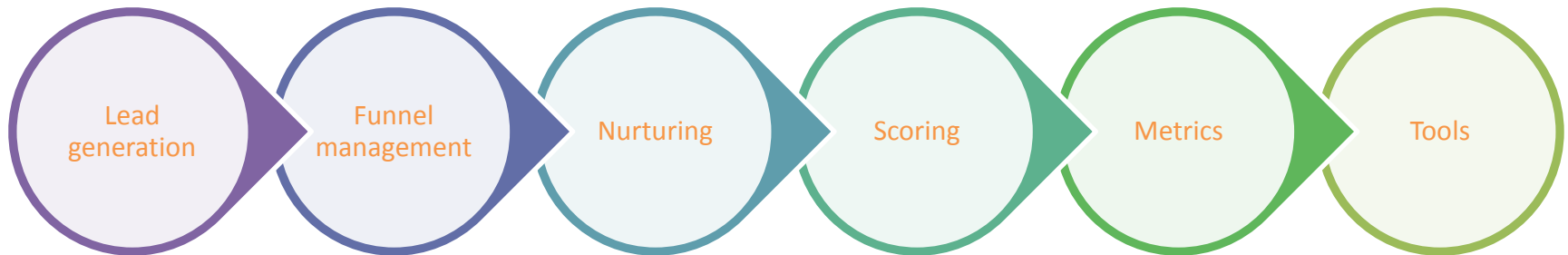
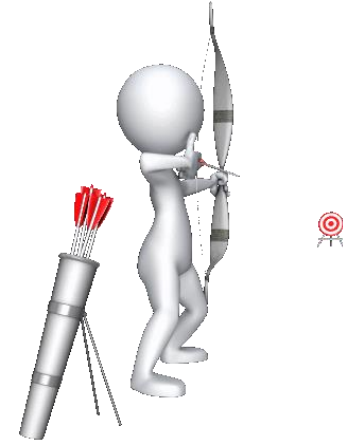


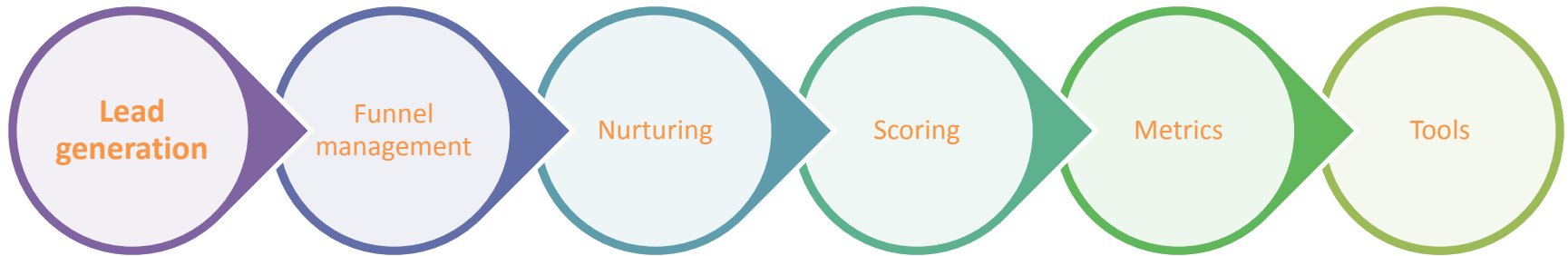


Sales & Marketing need a common language !



HOW TO ACHIEVE THIS ?





1. LEAD GENERATION

Information overload



Today a person is subjected to more new information in a day than a person in the middle ages in his entire life!



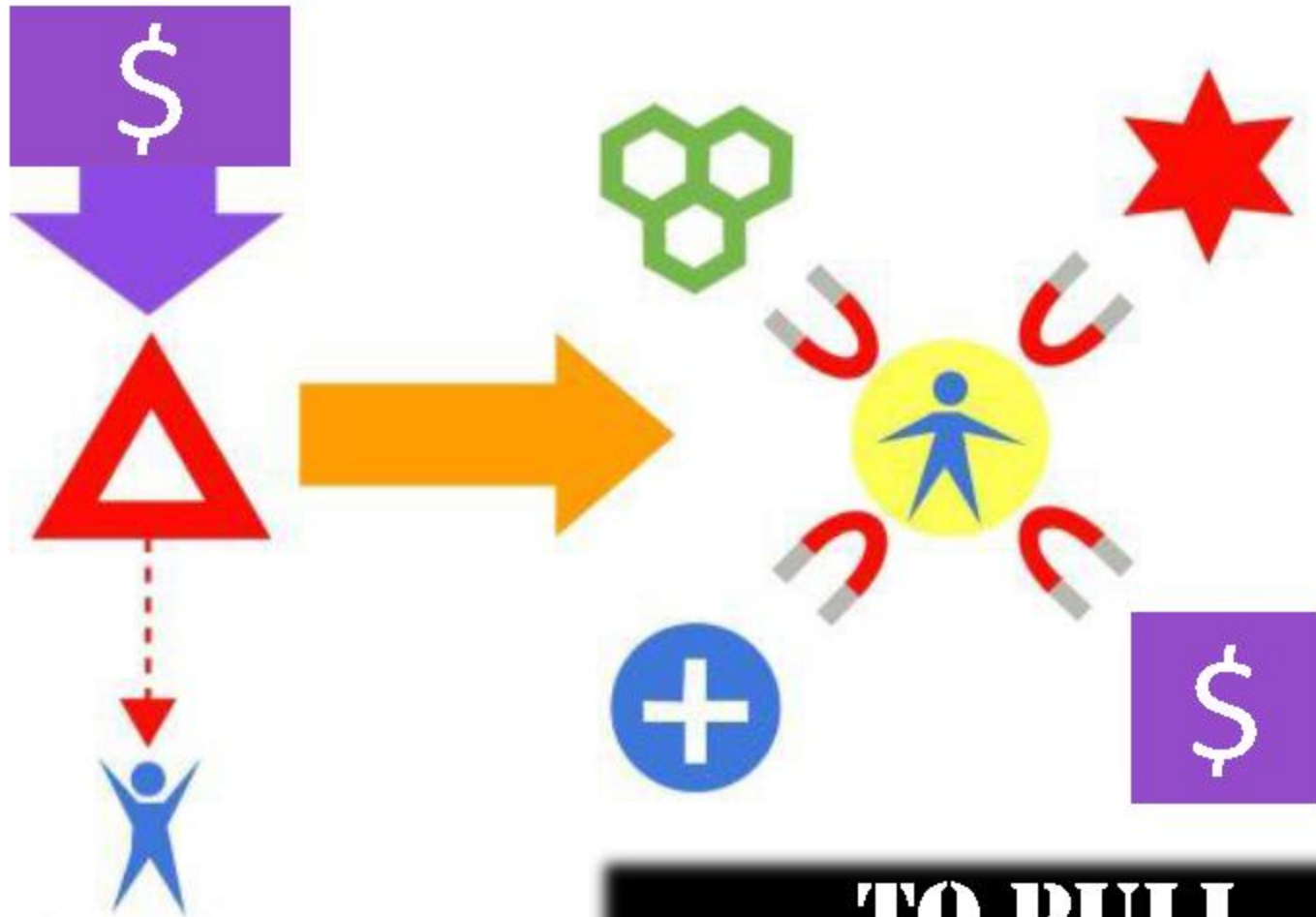
Changes in Buying



THEN

NOW

FROM PUSH ...



... TO PULL

FROM FEW ...



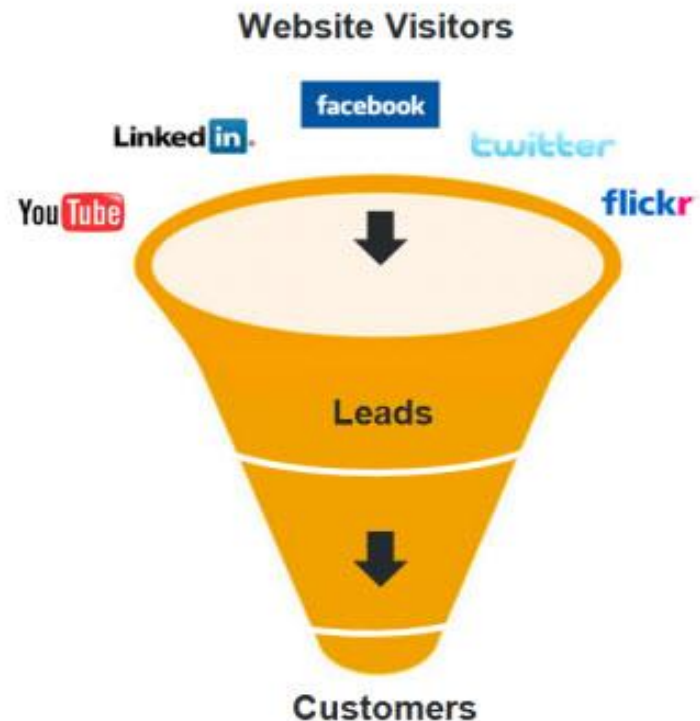
... TO MANY

Outbound Marketing = **INTERRUPTION**



- Telemarketing
- Print Ads
- Direct Mail
- Cold Calling
- TV / Radio Ads
- Email Blasts / PPC

Inbound Marketing



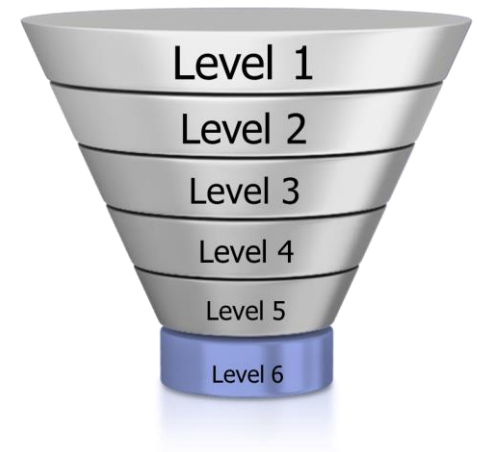
2.

FUNNEL MANAGEMENT





Lots of Possibilities



Traffic generation (new/existing)

SEO, Social Media, E-mail, Direct mail, PR

Marketing

Sales

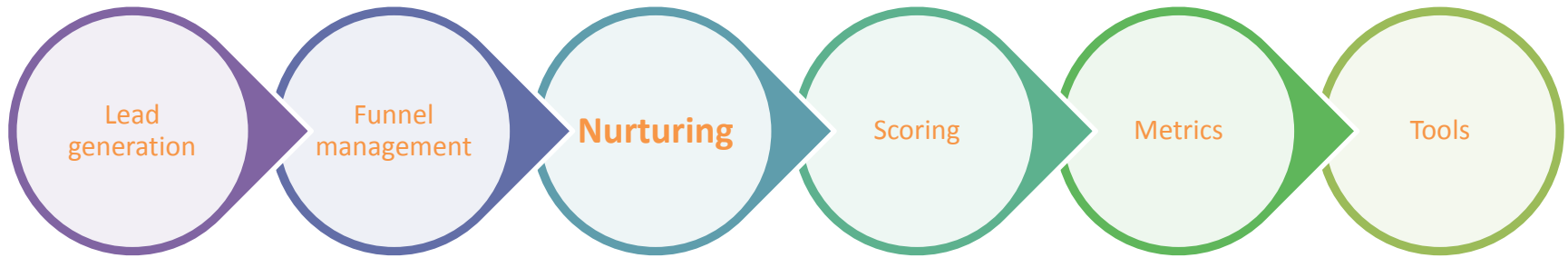


Typical
sales & marketing
funnel

Funnel calculators



<http://www.dontleakleads.com/marketing-math/>



LEAD NURTURING

Definitions

Lead nurturing

- Process of building relationships with qualified leads regardless of their timing to buy, with the goal of **earning their business when they are ready**

Lead recycling

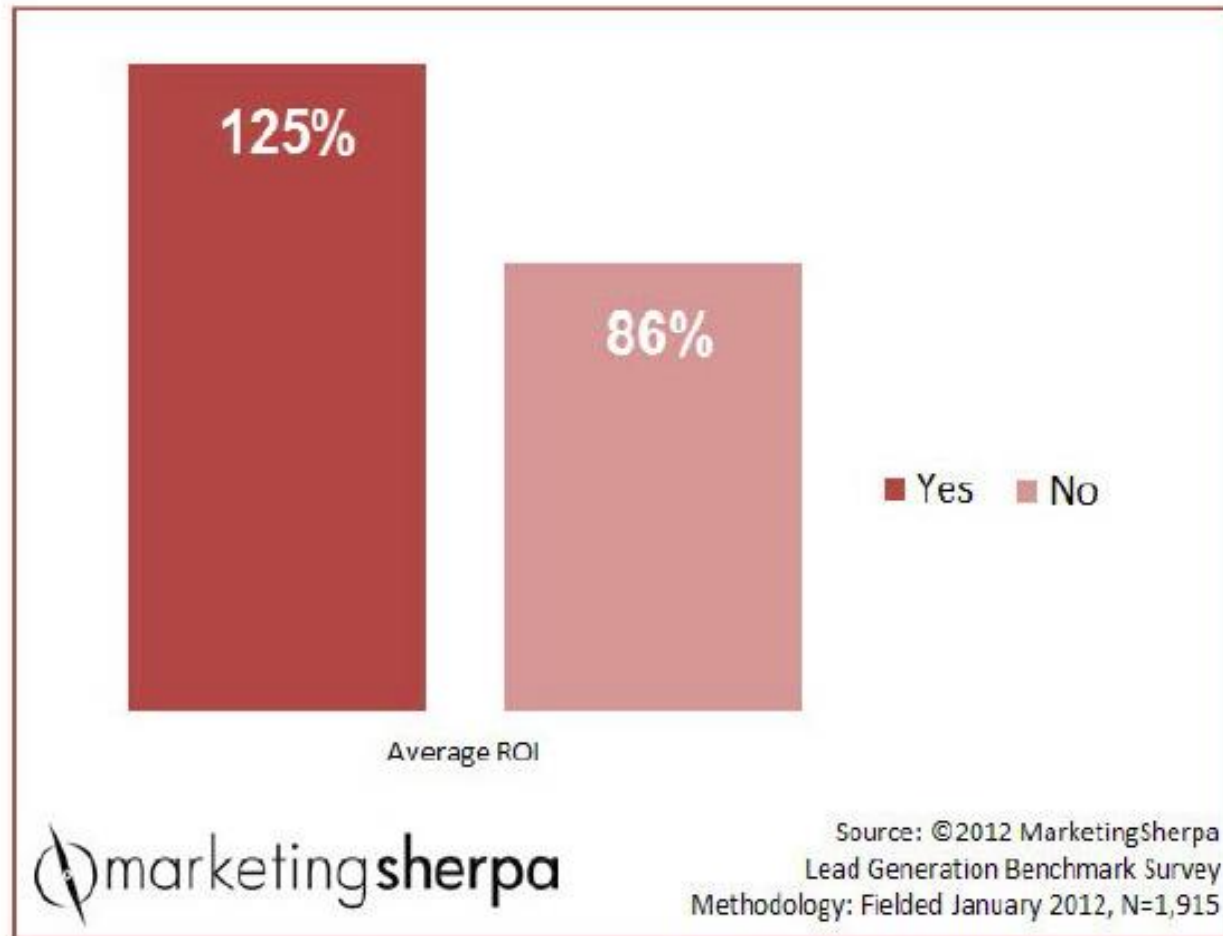
- Leads that are **not qualified for product A can be qualified for product B**
- We can create specific nurturing paths for recycled leads based on their depth into the cycle before recycling.

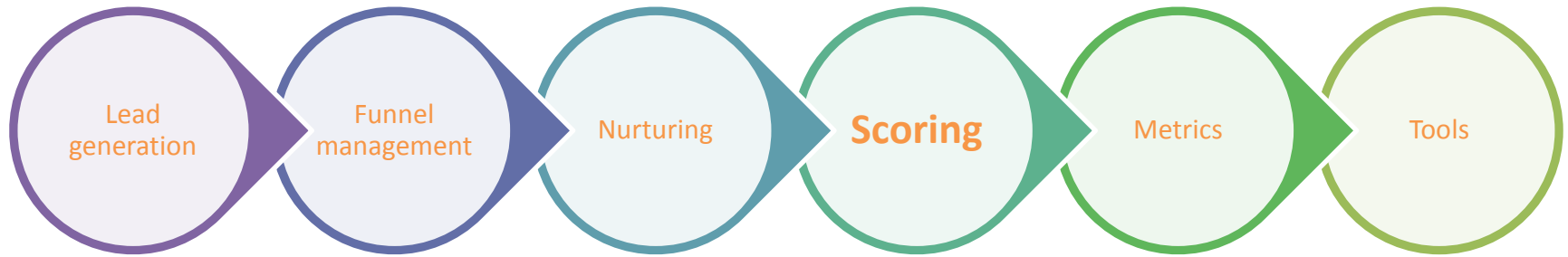
Lead rejection

- Cannot be qualified for any of our products
- **Not to be kept** for nurturing process

ROI of Lead Nurturing

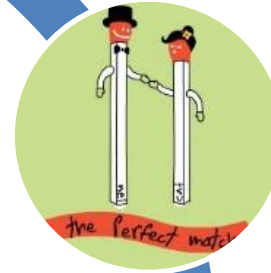
Q: Do you have lead nurturing campaigns in place?





LEAD SCORING

Lead
Qualification



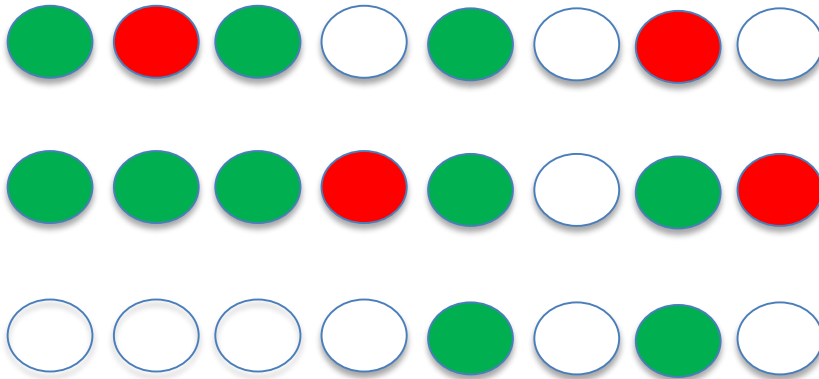
Good fit ?



Interested ?

Lead Scoring

1. Based on a number of criteria, we give a certain score to a lead



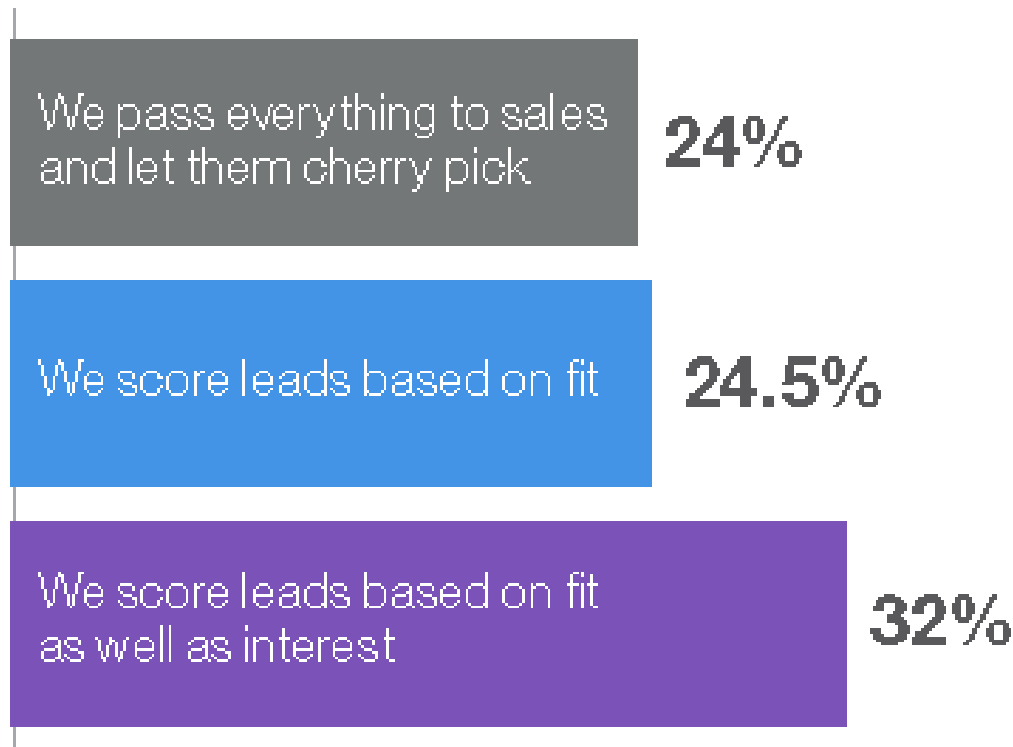
Can be based on :

1. Behavioral history
2. Patterns that indicate the likelihood of buying
3. Activities and their close rate per campaign
4. Close rate for all marketing activities

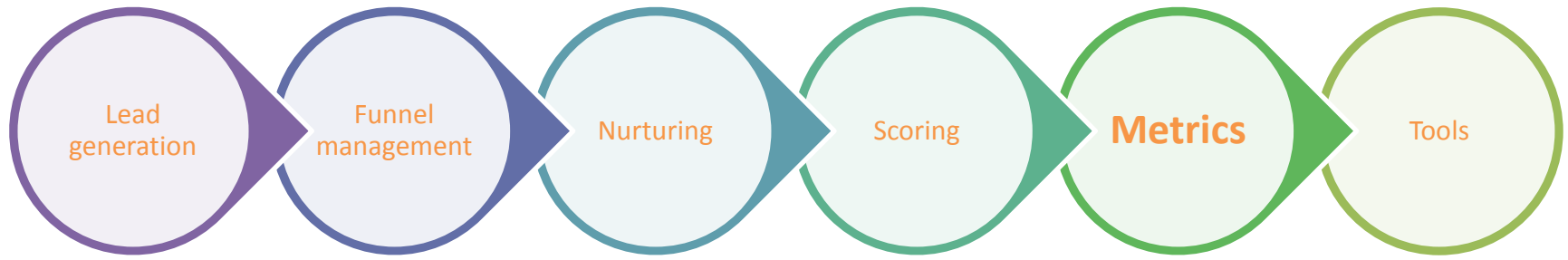
2. The total score will define where he is in the funnel

Some ROI Figures

Revenue Growth vs Peers



From Marketo Benchmark: lead scoring based on fit and interest grows revenue and reduces sales time



3. FUNNEL METRICS

Key metrics

Response rate

- Per channel
- Per message

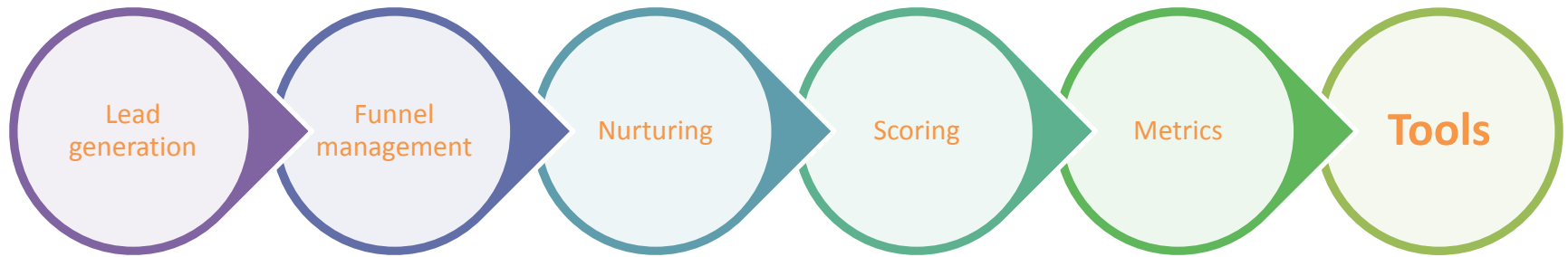
Conversion rate

- Customer vs. MQL/SAL/SQL
- For each stage

Hit rate

- Proposals made
- Compared to # customers

....



4. LEAD MANAGEMENT TOOLS



Source : Gartner

Want to know more ?

Contact us !



pAssionate
DOWn to Earth
RRespectful
authEentic
eMotional intelligent

Siska Bossuyt

- **18 years** in business, of which **15 years** in **Customer Relationship Management** :
 - 3 years of international project management @ Barco
 - 3 years as customer service manager @ Phoenix-Mecano
 - 2 years as project manager @ Navico, ERP implementations focused on customer service
 - 8 years of enterprise sales @ Microsoft , specialized in Dynamics CRM
 - 2 years of group lead @ Microsoft, establishing the strategy for Dynamics CRM
- Solid understanding of business drivers and enablers
- Passionate about building a **customer-centric organisation**, on how to do things differently
- **Focused, Result-driven**, professional can-do mentality, good listener and teamplayer
- Always on discovery tour, looking for inspiration



Our mission

Enable organisations to understand the voice of the customer, creating a unique customer experience, so that customers become loyal instead of indifferent.

"Be everywhere,
Do everything,
and never fail to
astonish the customer"

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