

WHY MOST MARKETING LEADS DON'T HELP SALES RETIRE QUOTA

Global Technology Sales Solutions

Meeting Quota On Time

There are many factors that keep technology sales and marketing leaders up at night. All these worries can be summed up in one bottom line concern, 'meeting quota on time'.

Marketing is focused on driving demand that culminates into BANT (budget/authority/need/timeframe) qualified leads. Those leads are then forwarded to inside, field and channel sales teams for conversion into sales. Unfortunately most of these leads simply won't convert. Now marketing stakeholders are demanding more accountability from sales, and in certain cases require service level agreements (SLA).

While sales teams are razor-focused on retiring quota, they view most marketing leads as not "sales-ready" and a distraction. Therefore, when sales is being called to account for low conversion rates on these so-called BANT qualified leads, it creates a high level of frustration for sales teams.

"The misalignment between marketing and sales lies in the caliber of opportunities that are being generated..."





“Complex or high tech products and solutions require a more elevated selling approach, involving a series of logical engagements that are designed to draw out the needs of the customer, allowing sales to align the right solution to that need.”

A Lead Is Just The Start

Today, marketing managers have an extensive box of tools to help drive awareness and demand, such as events, webinars, social media and inbound content marketing. Nearly all leading marketing departments in the technology sector have placed a heavy emphasis on these important tools. Now, prospective customers have a wealth of information at their fingertips from many sources, including the competition.

Social media is helping to change the way IT decision makers keep up to date on the latest technological trends. With the wealth of information, decision makers are a highly knowledgeable audience. If the larger share of your customer’s business is with a competitor, you can be sure that gaining their mind-share will be a uphill climb.

It is important to note that only a very small percentage of B2B customers will make decisions that involve changing vendors based solely on social media content, or seminar and events. At some point, a dialogue must occur for a customer to take action. Relying on customers to change vendors on their own with no guidance is unlikely and can result in a lost market share and customer loyalty. For this reason, B2B outbound demand generation will remain a critical component of the demand generation engine.

So why does the misalignment still exist?

Customer Centric Approach

If you are selling complex technology solutions, the successful process must involve a solution selling tactic that puts the customers needs first.

Leads generated by outbound cold calling, events, or social media are just the starting point of an engagement that will build a relationship with a potential customer that should result in increased business.

The answer lies with the caliber of the opportunities produced and forwarded to sales.

As sales and marketing leaders, you have likely attained your position by demonstrating an advanced ability to engage customers, position your value proposition, and align your solutions to their needs. So, why would you allow prospects to be handled differently and expect quality results?

Selling complex technology solutions requires a successful solution selling process that puts the customers needs first. If this process is circumvented, it is unlikely that a trusted advisor status will be attained with the customer. Until marketing adapts this key fact, the misalignment between marketing and sales will continue at the expense of lost business and a poor customer experience.

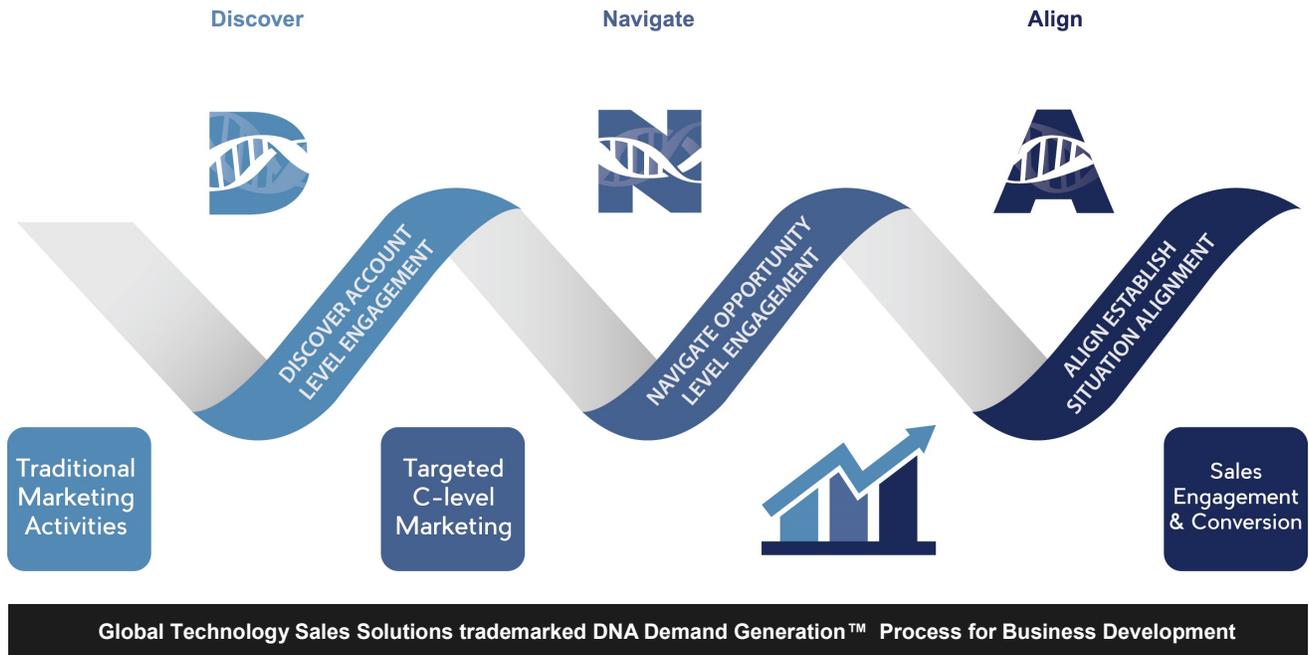
Complex or high tech products and solutions require an elevated selling approach, involving a series of logical engagements that are designed to draw out the needs of the customer, allowing sales to align the right solution to that need. Bypassing this process in favor of a quick and easy sell is a waste of time and money.

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How do you make demand generation work like a cohesive engine that converts to closed business?



DNA Demand Generation™



Introducing GTSS DNA Demand Generation™ Process

We are customer acquisition and expansion experts for the technology industry.

We help sales and marketing leaders attain quota on-time by delivering sales ready business opportunities that convert higher than traditional leads and appointments by as much as 300%.

We do this through our DNA Demand Generation™ process of engagements that delivers highly qualified business opportunities with key decision makers that have begun to align their pains to your solutions.

The results are business opportunities that your sales teams can then convert at much higher rates than they are currently delivering.

There are no secrets or gimmicks to our process.

Most lead generation firms rely on brute force and high volume. They employ inexpensive, poorly trained workers to chase as many suspects as possible.

We take a far more intelligent approach.

Our DNA Demand Generation™ process for customer engagement and opportunity development starts with customer needs and then aligns these needs to key solutions.

Here's how it works...

Building Trust

The DNA Demand Generation™ Process is all about creating a trusted advisor relationship, first with our consultant and then with your sales team. It builds on conversation, collaboration and shared knowledge. It produces vastly better results because it is a vastly better process.

In each case, we bring a highly professional approach that vastly exceeds the standards of most lead generation firms.

Our role is to spark a relationship that your team can then expand into a long-term, highly profitable relationship.

Discover

All business development opportunities start at the discover stage of the process. Our skilled consultants engage identified mid to high level business and technology titles with the initial goal of **building rapport** and thereby **gaining a solid understanding** of their business needs, challenges, roadblocks and drivers.

At this initial stage, our consultants are razor focused on learning about your potential customer's needs and priorities, not pushing any solution. This is a much more powerful way to forge a relationship. **This is the step that most firms skip.**

Our consultants identify the basic decision making structures related to the various business priorities. The business intelligence gathered during the discover stage will form the basis for determining the direction for the next level of engagement in the DNA Demand Generation™ process.

Navigate

The navigate stage of the DNA Demand Generation™ process is designed to expand the level of business intelligence around qualified opportunities identified during the discover stage.

Armed with the details obtained during the discover stage, our skilled consultants re-engage identified decision makers with a direct role of influence on the identified business opportunities. The goal is to **strengthen the rapport** and **expand the depth of understanding** around the challenges, roadblocks and drivers related to the identified business opportunity.

With an in-depth understanding of the customer's pains coupled with a clear line of visibility into the decision making process related to the business opportunity, our trained consultants can begin to formulate the basis for determining the direction for the next level of engagement in the DNA Demand Generation™ process.

Align

The align stage of the DNA Demand Generation™ process is designed to help **establish a situational alignment** between your solutions and the key decision maker's needs.

During this critical stage in the sales process our trained consultants will position your solutions based on the business intelligence gained during the Discover and Navigate stages of the DNA Demand Generation™ process. They will gauge your potential customer's propensity to consider your solutions. Your solutions will have a better likelihood of being considered as your potential customers' begin to align their needs with your solutions.

Once we establish a situational alignment between your solutions and the key decision maker's needs, your sales team can take over. In doing so, they will be armed with all the detailed information gathered during our previous discussions and learnings.

Our Services

Our DNA Demand Generation™ process can be applied across a wide range of sales and marketing activities as an integral supplement and catalyst within your existing business development ecosystem. Our process is designed to help accelerate conversion rates and improve the alignment between sales and marketing.

We provide a complete solution set comprised of best-in-class people, process and technology.

Our services include:

- Sales, Marketing and Business Process Outsourcing & Optimization
- Cloud Based CRM and Channel Management
- Business Intelligence & Customer Knowledge Data Mart Development

How to Learn More

Our experienced consultants are all seasoned executives who have extensive experience driving sales and marketing campaigns for some of the largest technology companies in the world.

Let us help you attain quota on-time by accelerating revenue and conversion rates, and get your marketing and sales organization on the path to closer alignment.



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