

# Tuning

## LEAD MANAGEMENT PRACTICES *for More Profit*

A Crimson Brief

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## Lead Management Matters!

Demand generation is the deliverable produced by marketing that connects ready and willing buyers with your sales team. Improving demand generation entails a chain of processes laced with marketing lingo like respondents, lead profiles, bounce rates, open rates, and conversions. These universal terms commonly utilized by marketing professionals don't signify the end of a campaign. Rather, the bottom line is only one thing matters: placing qualified buyers in the call queues of every sales person within the organization. Successful marketing organizations control the processes of demand generation with Lead Management. The system behind Lead Management is usually a closed-loop approach that meticulously tracks your campaigns and marketing programs from the point of launch to the point of revenue. Automation allows you reliable access to immediate, real-time data which chronicles the success of each program. It allows you to quickly test a new concept, measure it, and evaluate any form of progress that ensues. Continually tuning lead management practices on a timely basis can result in dramatic improvements to demand generation. Below, you will discover the three best practices for lead management that can foster excellent results.

### BEST PRACTICES

- Lead Profiling
- Lead Qualification
- Integrating Leads for Channel Partners



### BENEFITS

#### FOR MARKETING

- Lead Profiling
- Lead Qualification
- Integrating Leads for Channel Partners

#### FOR SALES

- Leads will be qualified, receptive, ready to buy

# 1

## Lead Profiling

*Preparing your contact database for campaign segmentation*

Developing a strategy and a process that prepares the database for easy campaign segmentation will simplify and streamline campaign list building. Assigning accurate profile data will enable your campaign to use relevant messages and influence and ultimately win prospects faster and easier.

For example, adding a self-qualification requirement to a web-to-lead form can provide instant value in profiling any potential candidates for a quick, short-term marketing campaign. As part of your data mart for Lead Management, profiling will also serve as a basis for future campaigns.

Look for ways to accelerate profiling new prospects. Fresh data is better for matching prospects to the right campaign. Inaccuracies or changing customer circumstances make these data worth less over time. A big challenge is that leads come from diverse sources: web inquiries, purchased lists, sales contacts, partner contacts, and customers. Unfortunately, these are often scattered across the globe in various Customer Relationship Management and other database systems. Such data become relatively insignificant and dramatically decline in value if you cannot tap them immediately for an urgent campaign that presents itself. We've all heard of implementations that were too slow and became useless. For example, one company expended three years to build a marketing data warehouse. As a result, they never used it for a single campaign because the data was so outdated! In some cases, you may need specialized assistance in order to consolidate and cleanse prospects and customer databases within multiple sources.

# 2 Lead Qualification

*Qualifying campaign leads before you pass them to sales*

It seems so obvious. Sales people want qualified leads. They want prospects that are already looking for the solution being sold, and are pre-disposed to accept a sales call. Success in lead management includes the pillar of Lead Qualification—the process of consistently providing lead pools with a large percentage of pre-disposed buyers. Putting truly qualified prospects into the lead pool motivates sales professionals and improves the odds of more sales.

A useful strategy for success is evaluating the qualification thresholds for each campaign in relation to engagement activities. You automatically track activities such as web page hits, video views, collateral downloads, and software trials. Be sure to listen for patterns in feedback from the sales team or channel partners. Consistent complaints about non-qualified leads on a particular campaign might justify fine tuning the thresholds. Scoring allows you to empirically judge the quality of leads previously designated as “qualified.” Data from a scoring system enables rational adjustment of controls, and helps to minimize passage of unqualified leads to sales.

## BENEFITS

### FOR MARKETING

- A multi-tiered process for more qualified leads
- Lower cost with automation

### FOR SALES

- Getting more prospects that are ready to buy
- Better odds of closing more sales

In a large, global organization, using an automated, multi-tiered lead qualification process will provide more granular control and accuracy. For example, one of the world’s largest computer manufacturers faced declining revenue from an old channel business. Its goal was to significantly grow enterprise revenue without hiring (expensive) direct outside sales reps. The company created a new program targeting end users that directly used channel partners for fulfillment. A closed-loop lead generation system segmented prospects in an existing database. Results were more than 6,000 qualified leads resulting in \$15 million in incremental sales during the first two quarters. ROI was 1,250% with \$60 million of incremental pipeline sales. *(The case study follows.)*

Building a multi-tiered process like this one entails the use of technologies to automate the nurturing of leads, along with a team that can help exploit lead management data. These capabilities initiate a growing relationship with a prospect before it goes to sales. With truly qualified prospects, sales professionals can spend their time responding to people who are ready to engage.

Collateral Downloads Page Hits  
VIDEO VIEWS Software Trials

## 3

## Sales & Channel Lead Integration

*Enabling cross-channel selling with integrated lead management*

Lead management systems delivered as a SaaS (Software-as-a-Service) solution have revolutionized Sales and Channel communication. Their capabilities provide enormous benefits for cross-channel selling. With these systems in place, there is now every reason to provide your channel partners with access to the automated lead or deal registration process used by your internal sales representatives. To achieve this capability, be sure to use the best practice of setting up a repeatable and selective process for interacting with your direct sales reps, channel partners, on-line or retail channels.

### BENEFITS

#### FOR MARKETING

- Best leads to go to appropriate sales channels

#### FOR SALES

- More efficient use of selling time
- More prospects who are ready to buy

F500 companies often have multiple platforms to manage sales and channel opportunities. Integrating marketing campaigns and lead qualification into these sales systems provides the sales rep with a prospect's relevant history of interest and contact with your company.

### CASE STUDY

Facing declining revenue from a historically significant channel business, the world's second largest computer manufacturer sought significant new enterprise revenues without hiring expensive direct outside sales reps. As a result of effective Lead Management practices, more than 6,000 qualified leads provided \$15M in incremental sales for an ROI of 1,250%.

#### Challenge

- Declining channel revenue from enterprise segments.

#### Solution

- Developed a program which targets end users directly, but includes channel partners in fulfillment.
- Designed and implemented a closed loop lead generation system to generate, execute, qualify and measure results.
- Rationalized a segmentation strategy and leveraged an existing prospect contact database.
- Created a compelling offer, campaign messaging, and launched the e-marketing campaign.
- Implemented an end-to-end lead qualification and fulfillment process leveraging internal resources.
- Automated a daily results dashboard to show results of each lead and opportunity stage and conversion.

#### Results

- Over 6,000 qualified leads
- \$15M in incremental sales within the first 2 quarters with an ROI of 1,250% and \$60M of incremental pipeline.

*“For the first time,  
Marketing and Sales  
are actually aligned.”*

**Executive Sponsor**  
Large computer manufacturer

## Conclusion

Tuning best practices for Lead Management can dramatically improve demand generation for marketing. New automated Lead Management systems now facilitate the means of driving growth in incremental revenue—without attaching significant cost. A particular benefit is accurate measurement of marketing ROI on each campaign.

Your company may be looking to tap the benefits of automated Lead Management, but is stymied by a myriad of “siloed” systems and databases throughout your organization. Crimson Consulting Group’s Lead Management Service is designed to help F100 companies overcome this challenge by defining lead management best practices, and building campaigns that dramatically boost your demand and lead generation.



Crimson is an end-to-end marketing consultancy. We specialize in Channels and Partners; Products and Markets; Interactive; and Lead Management. Our clients include Adobe, Cisco, eBay, Hitachi, HP, IBM, Intel, Microsoft, Oracle, SAP, Seagate, Symantec, and Verizon.

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