12-POINT REVENUE-FOCUSED MARKETING PROCESS

The customer experience helps you keep customers. The prospect experience helps you acquire them in the first place.

Chances are you've invested heavily in the interaction between your customers and your company. According to Gartner, CMOs prioritize customer experience over acquisition. Transforming your prospect experience is the smart way to convert more prospects.

MARKET: WHO ARE OUR PROSPECTS?

MESSAGE: WHAT IS OUR OFFER?

METHOD: HOW DO WE GENERATE RESULTS?

1. AGREED UPON LEAD DEFINITION

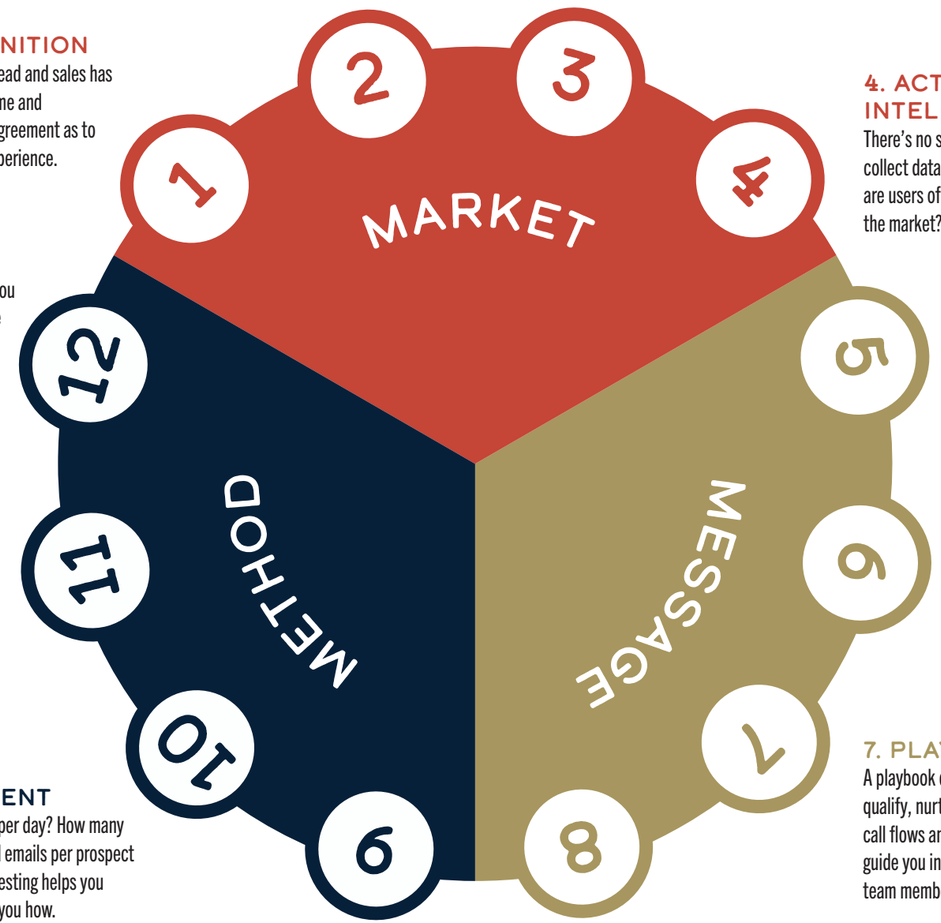
What happens when marketing has one definition of a lead and sales has another? The groups work against each other, waste time and money—and the competition wins. We'll help you get agreement as to what constitutes a lead—and enhance the prospect experience.

2. TOTAL ADDRESSABLE MARKET

Most companies prospect too broadly. Transforming your prospects' experience requires marketing and sales to pinpoint markets based on size, vertical, location, environment and active or latent need. Rather than prospect in what seems like a bottomless pit, we help you focus.

3. MARKET SEGMENTATION

Determining which prospects can be most efficiently worked makes you more productive. Prioritizing high-return segments—to the point of diminishing return—increases results by up to 50% and reduces cost of sales by as much as 30%. We'll show you how.



4. ACTIONABLE MARKET INTELLIGENCE

There's no such thing as a wasted call. Each touch is an opportunity to collect data that makes the next touch more productive. How satisfied are users of competitive solutions? What do they need? How mature is the market? We help you capture insights that help you sell more.

5. VALUE STATEMENTS

Value statements are expressions of how a product, service or brand fits a prospect's needs. What benefits will decision makers and users experience if they buy? We'll show you how to uncover value that prospects in your market niche expect and clearly articulate it.

6. DEFENDABLE DIFFERENTIATORS

According to Forbes, when you have defendable differentiators, your job is to educate the customer; when you don't, your job is to outsell the competition. We'll help you decide which approach is right for you and coach you on the best way to put it in action.

7. PLAYBOOK

A playbook documents everything your team needs to generate, qualify, nurture and close leads, including processes, cultural values, call flows and content that shape consistent communication. We guide you in documenting techniques, tools and messaging to help team members perform at their best.

8. MARKETING RESOURCE ASSESSMENT & PLAN

Rather than marketing responding to endless requests from sales for materials (case studies, whitepapers, data sheets), we identify what's required to get the job done and put together a plan to prioritize development of materials that don't exist. Most companies produce more content than needed.

9. BENCHMARKING, METRICS & REPORTING

What percent of prospects become leads, pipelines and nurtures? What percent of MQLs become SQLs? What percent of SQLs should close? We help you understand where you are and provide the road map to get you where you want to be.

10. CADENCE MANAGEMENT

How many dials per day? How many voicemails per day? How many emails per day? How many dials, voicemails and emails per prospect per touch cycle? How long is the touch cycle? Testing helps you continuously optimize the cadence. We'll show you how.

11. MULTI-CYCLE NURTURE PROCESSES

While nurturing can triple return on your marketing investment—it's the most underutilized activity at a marketer's disposal. When you make nurturing part of your workflow, no lead is left behind. There's a next step for every outcome. We'll help you use nurturing to get more value out of your spend.

12. TECHNOLOGY STACK

Companies over invest in technology. Automation can help you scale, but if you're automating bad processes then all you're doing is getting more poor-quality leads to sales faster than ever. Let us help you identify tools that truly add value.

PROSPECT—EXPERIENCE

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