Guest,

Welcome to:

Are Your Leads Falling Through the Cracks?

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here:
Leads Defined

- Targets (Suspects) – Unqualified Cold
- Leads (Suspects) – Unqualified Warm
- Opportunities
  - Customers
  - Prospects - Qualified

Featured Guest:
Michelle Horn
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Host:
Dana Borowka, MA
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Poll

What do you consider a lead for the purposes of today?

- Unqualified Cold
- Unqualified Warm
- Qualified
- All

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Overview

- System/Application
- Marketing
  - Process
  - Automation
- Sales
  - Process
  - Time Mgmt
  - Training

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Systems

- CRM (Front-office)
- ERP or Accounting (Back-office)
- Lists – Outlook/Google/Excel
- Paper

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System Poll
What type of system/application does your organization use to keep track of customers/prospects/leads?

- CRM
- Accounting
- List
- Paper

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Marketing

What kind of leads are you giving your sales people?

- The Good – Ready To Buy
- The Bad – Uneducated, Future Buyer
- The Ugly – Tire Kicker

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New Economy
The buying cycle has changed

Interest ➔ Research ➔ Selection ➔ Negotiation ➔ Use ➔ Improve

Short
Long Term
Nurture

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Career Guidance
Moving From Bad to Gold

Rinse and Repeat

- ‘Bad’ & ‘Ugly’ – Educate
- ‘Good’ – Get Called
- ‘Rockin’ – Sell

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The New Rules of Sales Enablement

- 65% of a sales rep’s time is spent NOT selling
- 30 hours a month spent searching for and creating their own sales materials

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2011 Sales Optimization Study

<table>
<thead>
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<th>Time Spent Selling</th>
<th>% of Quota Achieved</th>
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</thead>
<tbody>
<tr>
<td>&lt;35%</td>
<td>55%</td>
</tr>
<tr>
<td>&gt;45%</td>
<td>62%</td>
</tr>
</tbody>
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Time Wasters

- Lack of Time Management
- Uneducated Leads
- Useless Reports
- Antiquated Quoting
- Inadequate Sales Material
- Disparate Data

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Processes Are Game Changers

- Consistent sales people have a process
  - When to call
  - How often to call
  - What to do
  - When to do it

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Consistency Rules

- Eagles are not usually consistent
- Everyone else must be

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Time Management

- Calls – 3 min to input – result is saving 30 min of looking and looks great to the customer

- Calendaring – 1 min to input – result is saving disappointed customers and the undue stress of trying to figure out what needs to be done

- Opportunities – must be easy to find data
- Prospecting – block it on the calendar
Time Management

- Calls
- Calendaring Tasks
- Opportunities
- Prospecting

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Take Aways

- Train your team in Time Management
- Integrate your front-end and back-end
- Create processes
- Automate anything that you can
- Minutes do matter – 1 hour per day is 12.5%
- Implement nurture marketing campaigns
- Make sure marketing collateral is in place
- Train…

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Thank you for attending today's program:

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Click Here to contact our Featured Guest directly.

Click on this link to sign up for our upcoming Open Line:
Advanced Sourcing – Getting Top Talent Through Social Network Recruiting

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