



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective **insight**
to your organization SM*

Open Line


Guest,

Welcome to:

Are Your Leads Falling Through the Cracks?

Presented by
Lighthouse Consulting Services, LLC



To print program slides, click here: 



Featured Guest:

Michelle Horn
Marketing Addict

Phone: 626-484-9966

Email: michelle@marketingbybullfrog.com

Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403

Email: dana@lighthouseconsulting.com

Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective insight
to your organization SM*

Open Line

Leads Defined

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



Featured Guest:
Michelle Horn
Marketing Addict

Phone: 626-484-9966
Email: michelle@marketingbybullfrog.com
Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - *Cracking The Personality Code*
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



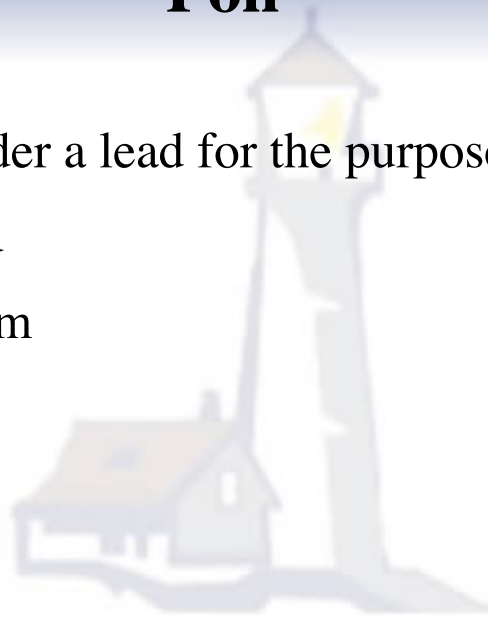
*Bringing effective **insight**
to your organization SM*

Open Line

Poll

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

- Unqualified Cold
- Unqualified Warm
- Qualified
- All



2



Featured Guest:
Michelle Horn
Marketing Addict

Phone: 626-484-9966
Email: michelle@marketingbybullfrog.com
Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective **insight**
to your organization SM*

Open Line

Overview

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



3



Featured Guest:
Michelle Horn
Marketing Addict

Phone: 626-484-9966
Email: michelle@marketingbybullfrog.com
Website: www.marketingbybullfrog.com



Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC

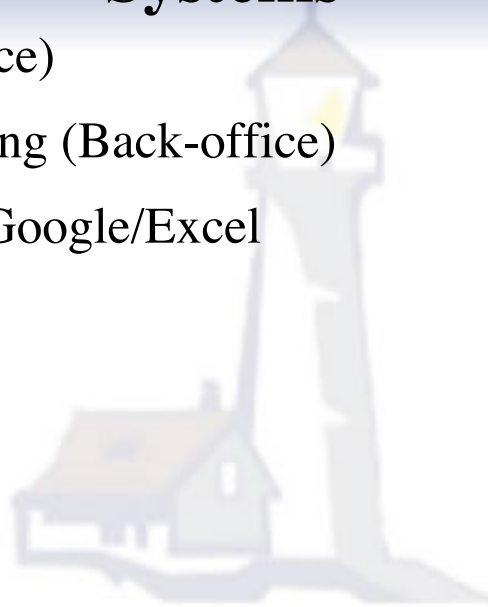


*Bringing effective **insight**
to your organization SM*

Open Line

Systems

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



Featured Guest:

Michelle Horn
Marketing Addict

Phone: 626-484-9966

Email: michelle@marketingbybullfrog.com

Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403

Email: dana@lighthouseconsulting.com

Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective insight
to your organization SM*

Open Line

System Poll

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

- CRM
- Accounting
- List
- Paper

5



Featured Guest:

Michelle Horn
Marketing Addict

Phone: 626-484-9966

Email: michelle@marketingbybullfrog.com

Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403

Email: dana@lighthouseconsulting.com

Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



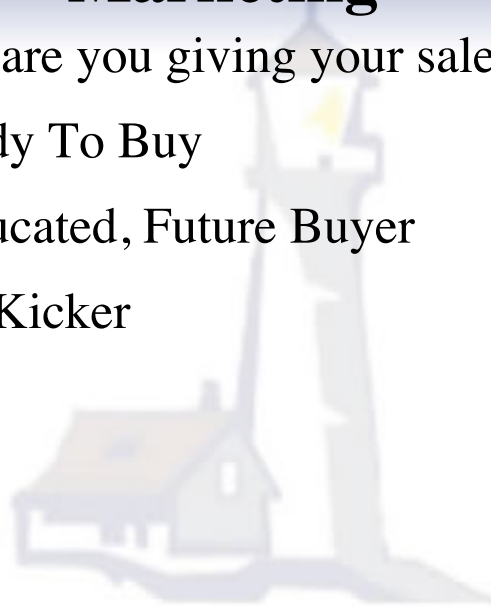
*Bringing effective insight
to your organization SM*

Open Line

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



6



Featured Guest:
Michelle Horn
Marketing Addict

Phone: 626-484-9966
Email: michelle@marketingbybullfrog.com
Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC

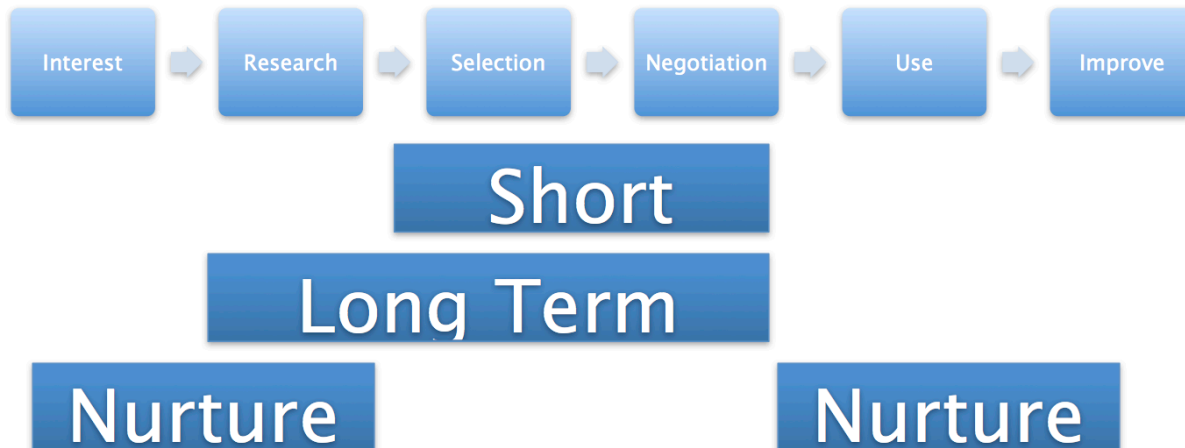


*Bringing effective insight
to your organization SM*

Open Line

New Economy

The buying cycle has changed



7



Featured Guest:

Michelle Horn
Marketing Addict

Phone: 626-484-9966

Email: michelle@marketingbybullfrog.com

Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403

Email: dana@lighthouseconsulting.com

Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - *Cracking The Personality Code*
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective insight
to your organization SM*

Open Line

Moving From Bad to Gold

Rinse and Repeat

- 'Bad' & 'Ugly' – Educate
- 'Good' – Get Called
- 'Rockin' – Sell



8



Featured Guest:
Michelle Horn
Marketing Addict

Phone: 626-484-9966
Email: michelle@marketingbybullfrog.com
Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - *Cracking The Personality Code*
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC

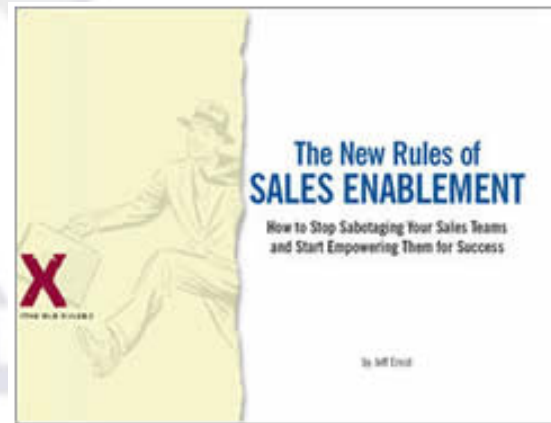


*Bringing effective **insight**
to your organization SM*

Open Line

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



9



Featured Guest:
Michelle Horn
Marketing Addict

Phone: 626-484-9966
Email: michelle@marketingbybullfrog.com
Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - *Cracking The Personality Code*
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective insight
to your organization SM*

Open Line

2011 Sales Optimization Study

Time Spent Selling	% of Quota Achieved
<35%	55%
>45%	62%

10



Featured Guest:

Michelle Horn
Marketing Addict

Phone: 626-484-9966

Email: michelle@marketingbybullfrog.com

Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403

Email: dana@lighthouseconsulting.com

Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - *Cracking The Personality Code*
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective **insight**
to your organization **SM***

Open Line

Time Wasters



11



Featured Guest:

Michelle Horn
Marketing Addict

Phone: 626-484-9966

Email: michelle@marketingbybullfrog.com

Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403

Email: dana@lighthouseconsulting.com

Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - *Cracking The Personality Code*
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC

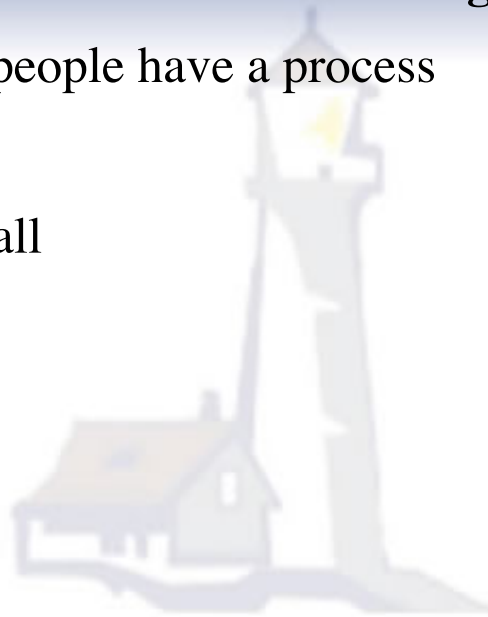


*Bringing effective insight
to your organization SM*

Open Line

Processes Are Game Changers

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



12



Featured Guest:
Michelle Horn
Marketing Addict

Phone: 626-484-9966
Email: michelle@marketingbybullfrog.com
Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - *Cracking The Personality Code*
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC

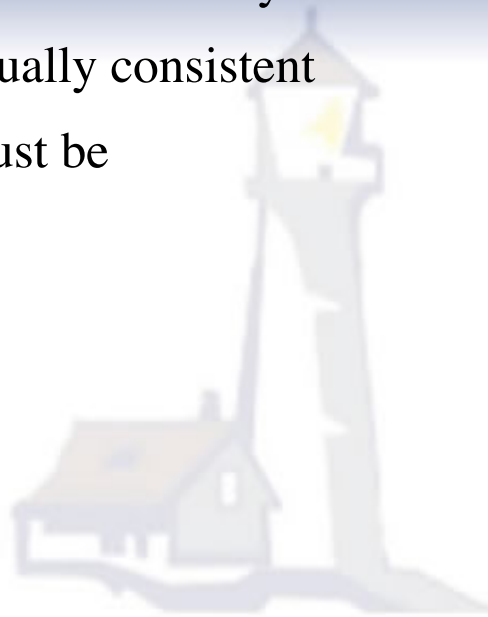


*Bringing effective **insight**
to your organization SM*

Open Line

Consistency Rules

- Eagles are not usually consistent
- Everyone else must be



13



Featured Guest:
Michelle Horn
Marketing Addict

Phone: 626-484-9966
Email: michelle@marketingbybullfrog.com
Website: www.marketingbybullfrog.com



Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective insight
to your organization SM*

Open Line

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

14



Featured Guest:
Michelle Horn
Marketing Addict

Phone: 626-484-9966
Email: michelle@marketingbybullfrog.com
Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective **insight**
to your organization SM*

Open Line

Time Management

- Calls
- Calendaring Tasks
- Opportunities
- Prospecting



 15



Featured Guest:

Michelle Horn
Marketing Addict

Phone: 626-484-9966

Email: michelle@marketingbybullfrog.com

Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403

Email: dana@lighthouseconsulting.com

Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - *Cracking The Personality Code*
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective insight
to your organization SM*

Open Line

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...

16



Featured Guest:

Michelle Horn
Marketing Addict

Phone: 626-484-9966

Email: michelle@marketingbybullfrog.com

Website: www.marketingbybullfrog.com



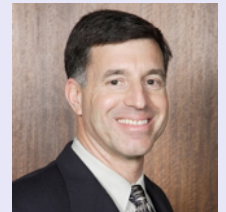
Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403

Email: dana@lighthouseconsulting.com

Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective **insight**
to your organization SM*

Open Line

Thank you for attending today's program:

Are Your Leads Falling Through the Cracks?

[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

Presented by
Lighthouse Consulting Services, LLC



Featured Guest:
Michelle Horn
Marketing Addict

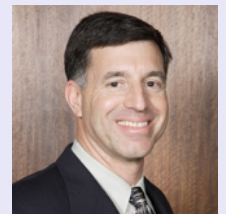
Phone: 626-484-9966
Email: michelle@marketingbybullfrog.com
Website: www.marketingbybullfrog.com



Host:

Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com



© 2012 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance