Inbound Sales

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inbound

#inbound13

Old School Sales and Marketing

- Trade Show Booths
- Logo Design
- Messaging
- Pitch Decks

- Build Lists
- Cold Call High
- Lead with Elevator Pitch
- Always Be Closing

New School Marketing, Old School Sales

- Social Media
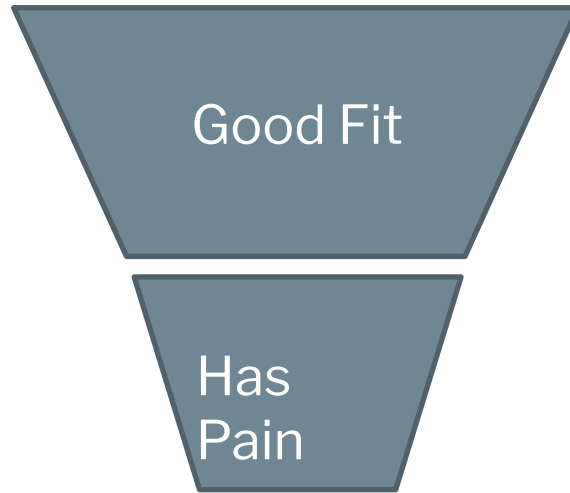- Blogging
- SEO
- Context

- Build Lists
- Cold Call High
- Lead with Elevator Pitch
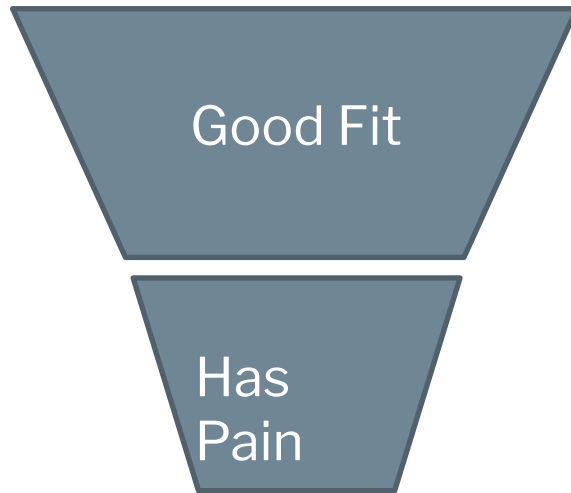- Always Be Closing

Transform the way you target leads.

Inbound Flips the "Good Fit/Has Pain" Model on Its Head. Filtering Leads is a Must.
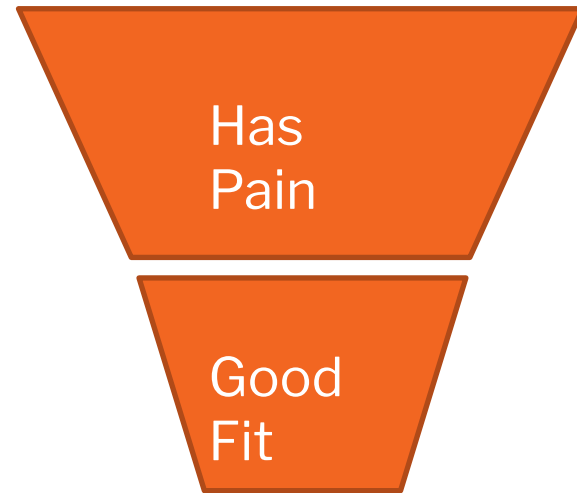
OUTBOUND SALES

Good Fit

Has Pain

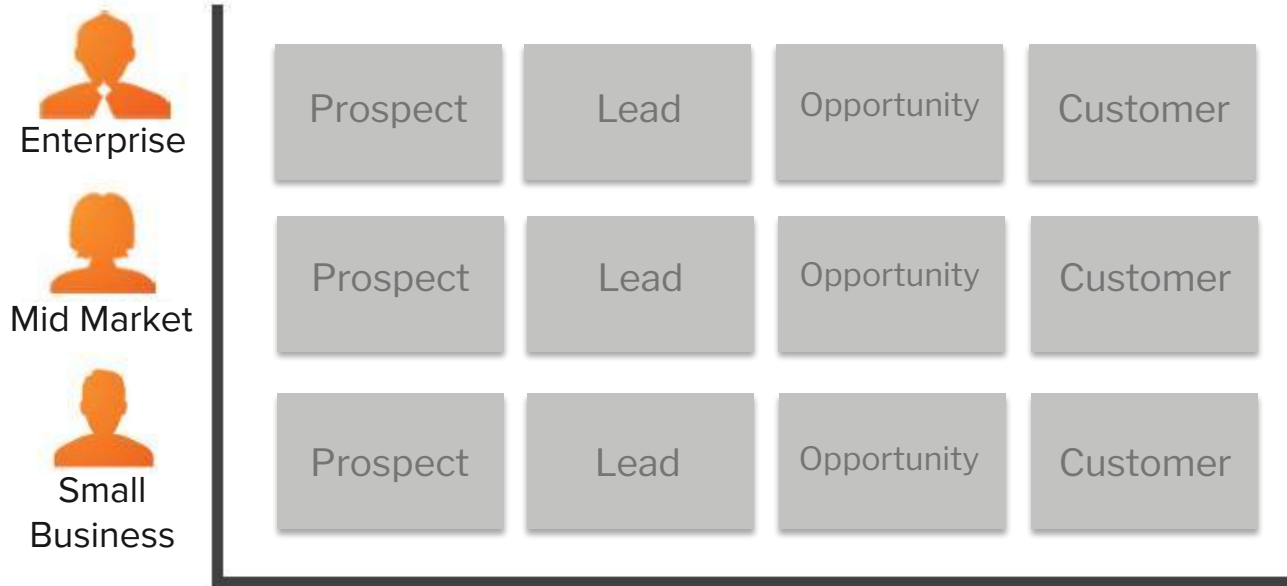# Inbound Flips the "Good Fit/Has Pain" Model on Its Head. Filtering Leads is a Must.

OUTBOUND SALES

INBOUND SALES

Good Fit

Has Pain

Has Pain

Good Fit

Avoid the lead scoring trap.

Use Buyer Context to Determine when to Pass Leads to Sales

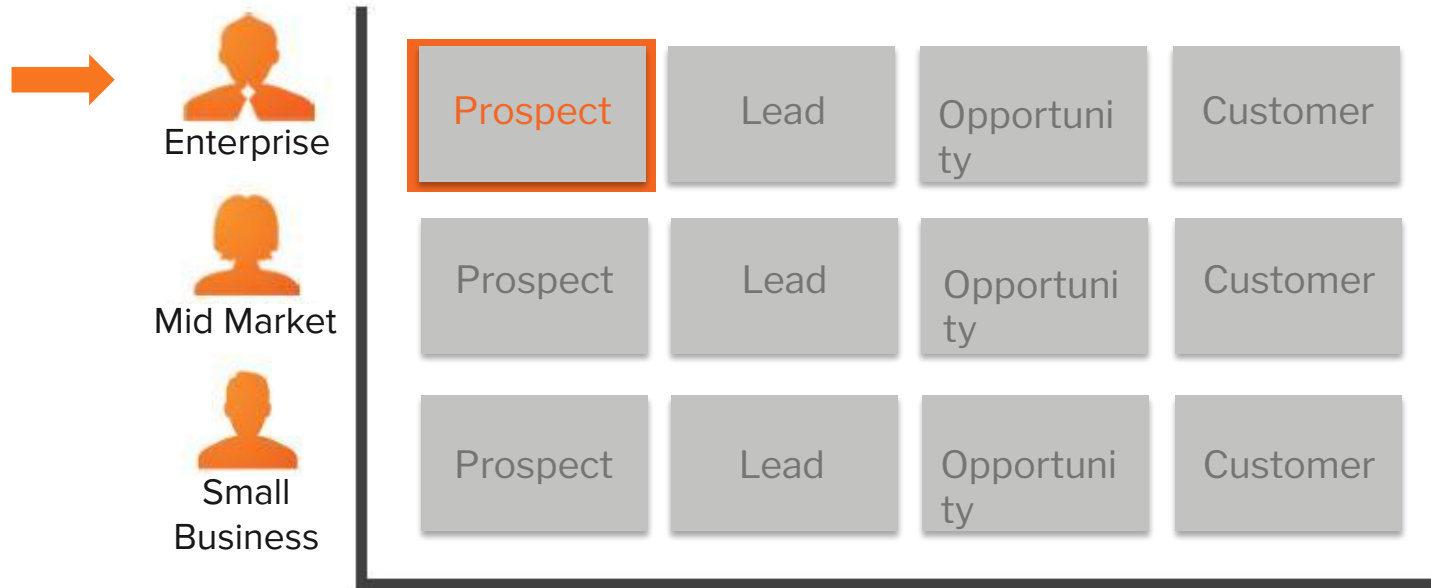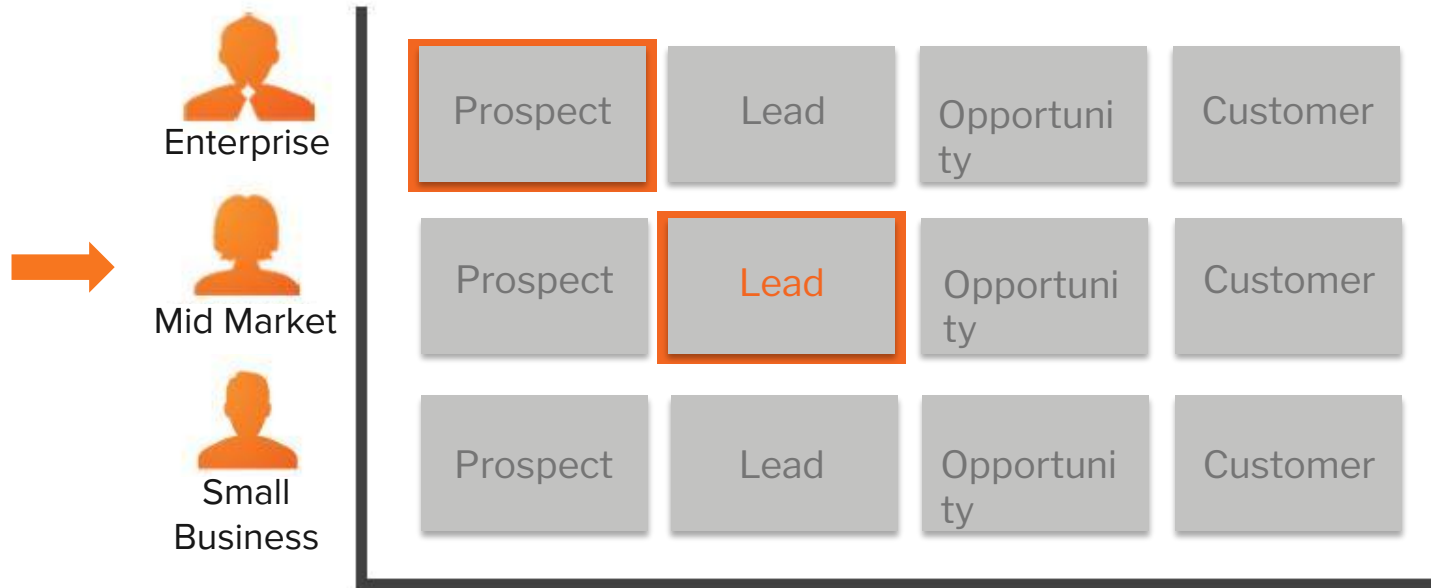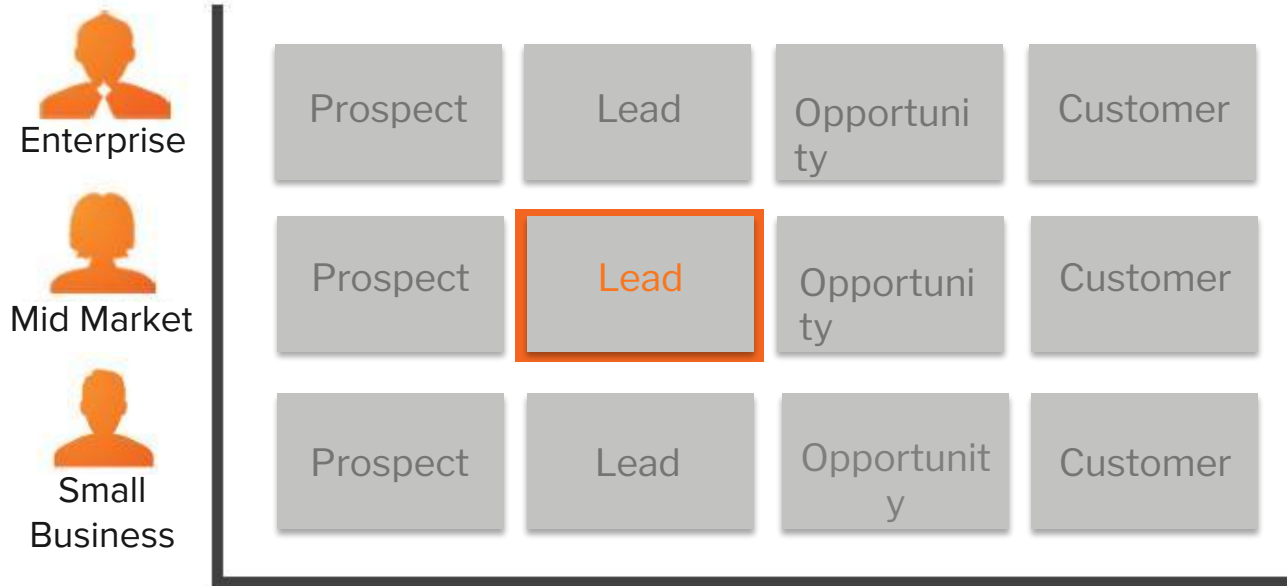|	Prospect	Lead	Opportunity	Customer
Enterprise	Prospect	Lead	Opportunity	Customer
Mid Market	Prospect	Lead	Opportunity	Customer
Small Business	Prospect	Lead	Opportunity	Customer

Use Buyer Context to Determine when to Pass Leads to Sales

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Use Buyer Context to Determine when to Pass Leads to Sales

	Prospect	Lead	Opportunity	Customer
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Mid Market	Prospect	**Lead**	Opportunity	Customer
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Use Lead Intelligence to Optimize the Marketing to Sales Hand Off

Source		Visits	%	Contacts	%	Customers
Organic Se... Google, Bing, ...		571,037	3.1%	8,488	0.3%	24
Referrals Links on other...		99,812	2.4%	2,401	0.1%	2
Social Media Facebook, Twi...		137,527	2.3%	3,105	0.1%	4
Email Mark... Email links		288,165	1.8%	5,141	0.3%	18
Paid Search Paid search a...		4,187	1.2%	128	2.3%	3
Direct Traffic Manually ente...		637,514	2.3%	7,483	0.5%	39
Other Cam... Other sources		168,079	9.2%	15,436	0.2%	31
Total		1,906,321	2.2%	42,182	0.3%	121

Transform the way you prospect leads.

How an Outbound Trained Sales Person Prospects an Inbound Lead

#1

"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"

5/27 at 3 PM

How an Outbound Trained Sales Person Prospects an Inbound Lead

Voicemail #1: 5/27 at 3 PM

"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"

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"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"

5/29 at 2 PM

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#3

"Hi Mark. This is John from XYZ Company. We help sales executives streamline their closing process with our state of the art electronic signature technology. Are you free at 1 PM tomorrow to discuss?"

6/1 at 4 PM

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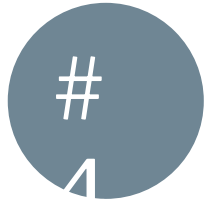
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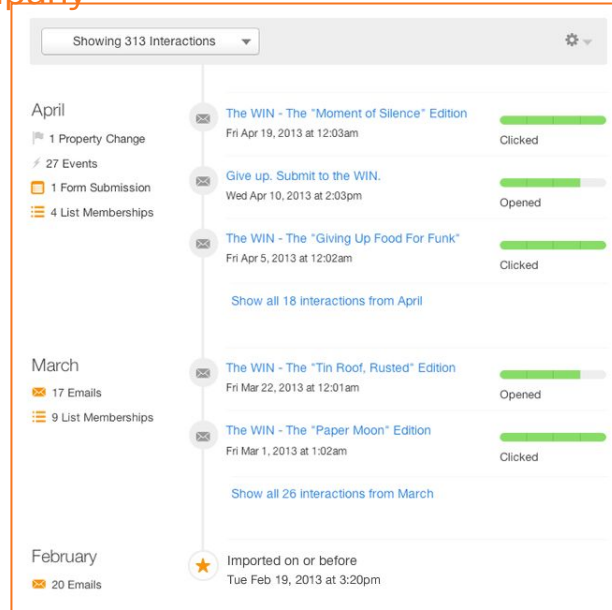
6/4 at 3 PM

How an Inbound Trained Sales Person Prospects an Inbound Lead

Research

Monitor and React

Inbound Prospecting Approach

360 View of a Lead's Engagement with Your Company

Monitor Lead Engagement, not Their PR

Outbound Sales

- Monitors News and Press about Leads
- Calls on these trigger events

Inbound Sales

- Monitors Lead Engagement with Your Company
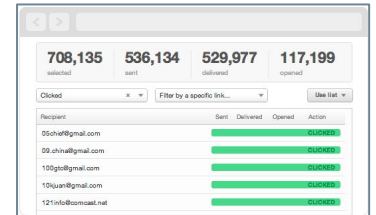- Calls to Help
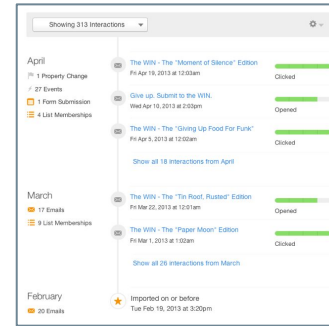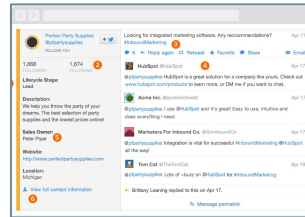
Lead Engagement Monitoring Examples

☑ Lead mentions your company, a competitor, or an industry term in social media.

☑ Lead opens an email you sent them.

☑ Lead visits your website.

☑ Lead changes role in LinkedIn.

How an Inbound Trained Sales Person Prospects an Inbound Lead

Research

Social Media

Website

Email

Monitor and React

Inbound Prospecting Approach

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Research

Monitor and React

Inbound Prospecting Approach

HOW DOES THAT WORK?

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"Hi John. This is Mark from HubSpot. I noticed you downloaded our eBook on B2B Lead Generation through Facebook. I took a look at your company Facebook presence and had two quick ideas to run by you. I will email them to you now. Let me if you would like to go over them."

5/27 at 7 AM

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#2

"Hi John. This is Mark from HubSpot. I found a case study of one of you customers that is in your industry that increased their lead flow by 50% using Facebook. I will email you the case study and am happy to walk you through their process when you have a moment."

5/29 at 6 PM

How an Inbound Trained Sales Person Prospects an Inbound Lead

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#3

"Hi John. This is Mark from HubSpot. I actually ran your marketing grader report side by side with the HubSpot customer in your vertical. The report yields a few additional opportunities for lead generation in social media. I'll email you the report now and am happy to walk you through it."

6/1 at 12 PM

How an Inbound Trained Sales Person Prospects an Inbound Lead

5/27 at 7 AM

"Hi John. This is Mark from HubSpot. I noticed you downloaded our eBook on B2B Lead Generation through Facebook. I took a look at your company Facebook presence and had two quick ideas to run by you. I will email them to you now. Let me if you would like to go over them."

5/29 at 6 PM

"Hi John. This is Mark from HubSpot. I found a case study of one of you customers that is in your industry that increased their lead flow by 50% using Facebook. I will email you the case study and am happy to walk you through their process when you have a moment."

6/1 at 12 PM

"Hi John. This is Mark from HubSpot. I actually ran your marketing grader report side by side with the HubSpot customer in your vertical. The report yields a few additional opportunities for lead generation in social media. I'll email you the report now and am happy to walk you through it."

#4

"Hi John. This is Mark from HubSpot. I have not heard back from you so I am going to assume that generating more leads through social media in 2013 is no longer a priority. Call me anytime if things change."

6/4 at 10 AM

Apply Science to Optimize the Prospecting Cadence
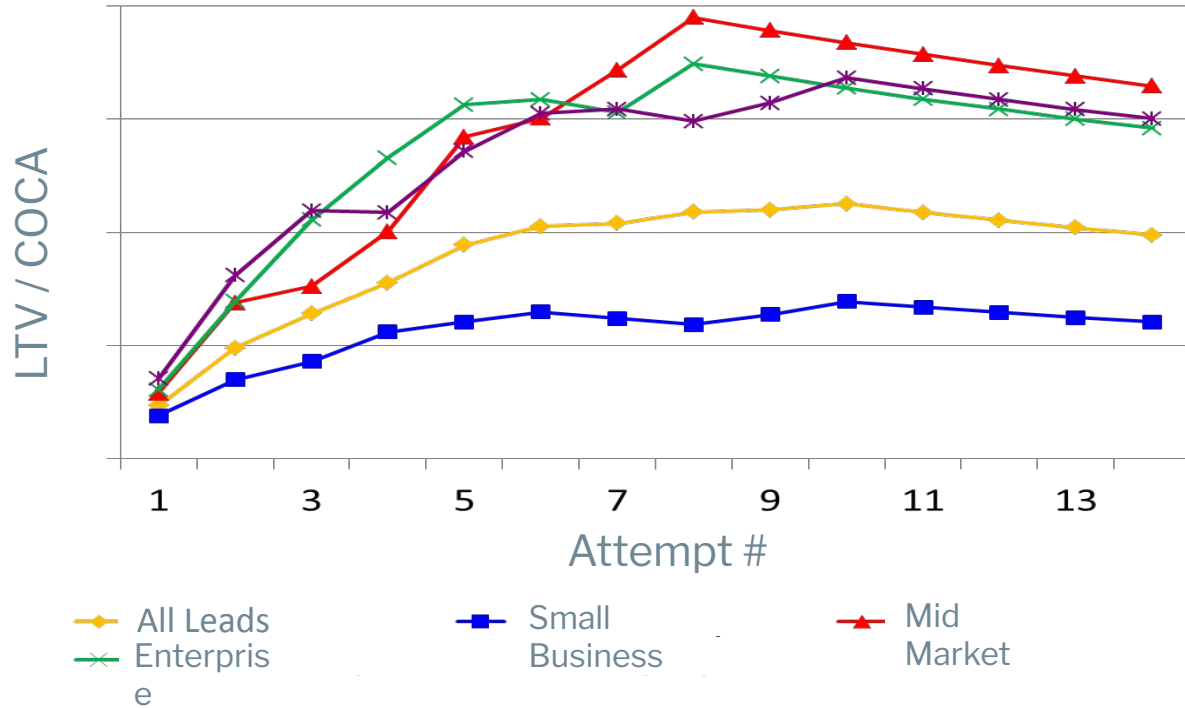
Data has been altered from actual HubSpot data for the purposes of this presentation.

Transform the way you connect with leads.

The Old School Sales Process: Call High

"Let's talk profit margins and growth!"

"Yes!
Let's."

When Old School Tries to Go New School

"Let's talk profit margins and growth!"

"Huh?
"

Transform Your Connect Strategy To Leverage Influencers

"I noticed you downloaded our eBook. What specific questions did you have?"

"Wow! This is really helpful. Can you keep helping me?"

- *Build trust with the influencer by helping them with their problems.*

- *Ask for the influencers help to engage with the Decision Maker*

Transform the way your prospects perceive your sales people.

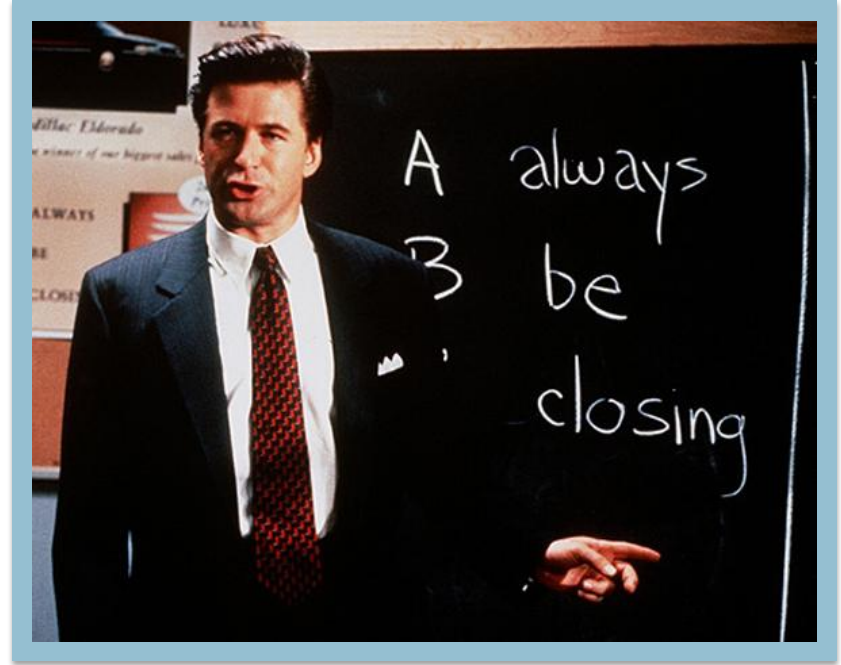# Always Closing

Train Sales to "Live" in your Prospects' World

Set Them Up to be Thought Leaders

Inbound Sales feels more like a Doctor/Patient relationship than a Sales/Prospect relationship

www.getsignals.com