SUPERCHARGING YOUR SALES FORCE

The Launch Leads Difference

OVERVIEW

PART 1 In *"Prospecting and Cold-Calling"* we discuss the difficulties and inefficiencies of using your sales team to qualify leads.

PART 2 In *"Intro to the Launch Leads Process"* we discuss the fundamental ideas behind our process of lead generation, qualification, and appointment setting.

PART 3 In *"Scope"* we discuss the initial stage of our process: the identification of the target lead.

PART 4 In *"Strategy"* we discuss our process of creating a plan of attack for your campaign.

PART 5 In "*Campaign Collateral*" we discuss the creation of qualifying questions, scripts, and emails to be used during lead contact.

PART 6 In *"Training"* we discuss the preparation of the sales team for the campaign.

PART 7 In *"Test Dial Phase"* we discuss initial call-testing and performance evaluation.

PART 8 In *"Go live"* we discuss setting specific goals for the campaign, monitoring sales calls, and ongoing data review.

PART 9 In *"Scale Campaign"* we discuss adjustments that can be made to improve the campaign's efficiency and ROI.

PART ONE

PROSPECTING & COLD-CALLING

According to Quora, the average Reach Rate for a cold call campaign is 15%. Of those, the average Qualification Rate is 30%. Of those, the average Conversion Rate is about 50%. Broken down, that means the average cold-call campaign converts at a rate of 1-2%. Think of that from an efficiency standpoint. Think of that from a morale standpoint. As a member of a sales team who dedicates 70-80% of his or her time cold-calling, that’s a pretty brutal work week.

As a decision-maker in your organization, you understand the importance of effective utilization of your workforce. You also understand that productivity and morale are directly linked — as you successfully improve one, the other will follow. Launch Leads’ process is designed to increase revenue and improve morale simultaneously.

PART TWO

INTRO TO THE LAUNCH LEADS PROCESS

Our process is the result of years of extensive, data-driven research and testing. Our approach differs with each client because your organization is unique, your product is unique, and your target audience is unique. The basic framework of our process, however, is so effective that it remains the same for each client.

Fundamentally, we create an effective, targeted lead list and sift through it to isolate qualified leads. Once we have contacted potential clients and instilled interest, we schedule sales calls for your sales team with the leads’ decision-makers. In this manner, we put your sales team in a position to close the sale, rather than sift through unqualified leads. If, for whatever reason, the potential client is unable to attend the sales meeting, Launch Leads will reschedule to make sure you are able to contact the lead.

PART THREE

SCOPE

The first objective of our process is to determine the scope of your campaign by zeroing in on your exact target audience. We do this by taking a close look at your organization and its current position within its industry. We also take a look at the types of clients with whom you’ve had success in the past, and we focus on executive titles with which you’ve had the shorter sales cycles. Does your sales team close more quickly with a Director or a CEO? Do you see the potential for your company to move into another, untapped industry?

Once we’ve narrowed your target audience, we begin to build lead lists. We use a combination of proprietary software and expertise to create a targeted initial list. At first, we’ll start with a smaller list — perhaps 200 — for testing. We use a variety of parameters to build the test list:

- Vertical (SIC/NAICS codes)
- Prospect Title(s)
- Employee parameters
- Revenue parameters
- Geography
- Runway – How many total contacts fit the criteria I’ve selected? How long will it take to retire that contact list?
- Market saturation
- Market awareness
- Competitive landscape – Who are my main competitors? What separates us?

If the data is provided by the client, we will enhance and cleanse it to create the most effective initial list possible. We then append with email, direct-dial phone numbers, and other contact information.

PART FOUR

STRATEGY

As we create a strategy, we focus on getting to know the client. Why are you seeking a service like ours? What are your expectations and are they realistic? What percentage of the market do you currently own? Most importantly, what are your goals for the month, quarter, and year? Each client is different, and it's critical to nail down exactly what you are trying to accomplish — we don't make any assumptions. As we look at goals, we also determine where the client's strengths have been historically. What marketing channels do you rely on? What techniques have been most successful in the past?

Once we have a comprehensive understanding of the client's broad goals and past marketing successes, we map out the mechanics of how the campaign will function.

- Contact strategy – Should we email before we call?
- Contact cadence – How many times a week and what time of day should we call?
- Call type – Would a capabilities call or an intro call work best? Would a webinar be more effective than a face-to-face meeting, or would a phone call work best?
- Penetration method – do we target top-down or do we target mid-level managers and sell to them because they are influencers?
- Appointment reschedule strategy – Do we call or email to reschedule? How long will we chase the prospect before retiring the lead?
- Appointment distribution – round robin, 1:1 BDR to Closer, or territory-based?
- Prospect tier creation and analysis – SMB, Mid-Level or Enterprise? In what order should they be contacted?
- Historical analysis – Analyze outcome data from past campaigns with similar parameters to set goals and identify possible challenges. How can the outcome data help us speed production on this new campaign?
- Competitive advantage/disadvantage analysis – What objections will we likely hear? What will our rebuttals sound like? How do we position ourselves in the best light without speaking negatively about our competition?
- Lead retirement – Decide when you will retire a lead. After 12 dials? After 8? Use available data to help make decision.

PART FIVE

CAMPAIGN COLLATERAL

We write two sales-call scripts for testing purposes — one will be more assertive than the other. At this stage, we also create our qualifying questions to determine the validity of a lead. We then create an email for the Business Development Representative. The email will be sent from the client's domain to maintain consistency. Nurture Campaign and General Prospect Outreach email templates will also be created. Finally, we'll decide which white papers and visual collateral will be most effective to demonstrate the value of your service or product.

PART SIX

TRAINING

As training begins, we determine which of our sales agents will be most effective for the campaign. We look at each employee's past experience, performance, and competency. We create a custom training program to prep the sales agent on the product or service, the competitive landscape, and any objections that they are likely to hear. We also prep them on the appropriate rebuttals to these objections.

As we introduce the agent to the two test scripts that they'll be using, we explain the appropriate positioning. Role play is an important training tool at this stage to make the agent more comfortable and natural with the pitch and rebuttals. Role play training is also recorded. This gives the agent a chance to hear themselves pitching the product to provide them the opportunity to self-evaluate their performance. Do they sound natural? Is their pace, tone, and inflection effective?

Whenever possible, we'll have the chosen agent train with client-provided materials and demos. Finally, we quiz the agent on important campaign details. If the training is successful, the agent will know the necessary information and won't need to fall back on the script. This will give the pitch a comfortable, natural feel.

PART SEVEN

TEST DIAL PHASE

We use the Test Dial Phase to optimize our campaign and contact strategies. Sales calls are monitored to analyze the effectiveness of the agent and the scripts. Agents will be coached daily to optimize performance. The initial test phase is used to answer basic performance questions:

- Are we speaking to the right people?
- Are we speaking to the target or are we being referred to other people/titles?
- Is our contact % in line with what we expected?
- How is the messaging being received?
- What is the email open rate?
- Look at unsubscribe rate - Is it normal? High? Low?
- Do we have the right employee on the campaign?
- Speak to your agent. What is their general overall feeling of how things are going? What changes/recommendations do they have?

Once the Test Dial Phase has been completed, we will determine whether to re-visit the strategy and re-test, or to proceed to the Go Live phase.

PART EIGHT

GO LIVE

Before launching the campaign, we sit down with the agent to set appropriate goals. In addition to broad performance goals, the agent should also determine their own, personal goals. These can be used to coach and train the agent in the future. These are a few of the questions that we ask to determine performance goals:

- How many calls should be made per hour? Per day?
- What is a realistic number of appointments to set per week?
- With regards to appointments set per number of sales pitches, what is a realistic, attainable conversion percentage?
- What is your appointment-held percentage goal? Of course, 100% would be ideal, but it isn’t a realistic goal.

Once training is complete and goals have been set, the campaign can be launched. During the campaign, calls will be monitored to ensure that agents follow the strategy. Coaching and feedback meetings will continue, as well, to maintain and even increase performance levels. Agents will also be debriefed on appointments that have taken place so that changes can be made if necessary. The strategy will be reviewed periodically to analyze performance and adjust if necessary.

As the campaign continues, we can use data to optimize and re-visit some of our initial questions:

- With which titles are we most effective?
- Which titles/verticals have the best appointment-held rates?
- Which verticals are performing the best?

We use this data to continually optimize the strategy and re-tool and refine our prospect list.

PART NINE

SCALE CAMPAIGN

It is important at this stage to look at the campaign from a big-picture perspective. Is it operating with a healthy, positive ROI? What changes can be made to increase conversions or decrease spend without negatively affecting performance?

Once consistent performance has been established, consider scaling the campaign. Use the available data to ensure you aren't missing opportunities:

- How many more opportunities can we drive by adding additional agents?
- How many additional agents to we need in order to reach our goals?
- Do we have budget to scale? If not, what marketing initiatives can we deprioritize or suspend to have the needed budget?

SUMMARY

Launch Leads provides answers for businesses that would like to see increased conversion rates and efficiency. Once you've pulled your sales team off prospecting and cold-calling, you'll see conversion rates increase dramatically. Additionally, Launch Leads provides your sales team with a proven strategy and targeted messaging that further increases sales potential. In today's competitive marketplace, Launch Leads provides your team with the clear advantage.

LAUNCH LEADS

Opportunity. Accelerated.