Adding the Human Touch into your Lead Nurturing
Tele-Prospecting Rules that Produce Leads
Adding the Human Touch into your Lead Nurturing

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MECLABS: A sales and marketing R&D lab

- More than 10 years of research
- Over 1 billion emails
- 1,300 major experiments
- 10,000 sales-paths tested
- Hundreds of publications and conferences
- 5 million phone calls
- 500,000 conversations
Lead nurturing defined

Lead Nurturing is a relevant and consistent dialog with viable potential customers, regardless of their timing to buy.
Lead generation is about relationships

- **Identify** the right people and companies
- **Initiate** a memorable conversation
- **Nurture** them, regardless of timing to buy

90% of B2B customers want their sales person to be more of a resource.

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Optimizing sales revenue productivity

Ensures sales professionals make the most of their selling time by:

- Improving performance above the sales funnel
- Optimizing lead generation
- Generating more, better quality leads

This ultimately increases ROI and Revenue Performance Management (RPM)
Optimize your marketing and sales funnel

Connecting the funnels is the key to RPM

Events, Events, Summits, Guides, Subscribers, Website, Teleprospecting

Marketing Pipeline

Inquiries (Level 1)

Nurturing (Level 2)

Level 3, 4, 5 Leads

Closed Loop Feedback

CRM

Not a Fit

Returned Prospects

HANDOFF

Sales Ready Leads

Customers

Measure ROI

Sales Generated Leads

Existing Clients
The human touch helps scale sales

As much as possible, replace these sales resources with lower-cost methods of marketing & teleprospecting contact. These reallocated sales resources result in increased revenue capacity/higher sales productivity.

Less efficient sales resources

More efficient sales resources

Allocated percent of sales resources

0%

Prospecting

Nurturing

Selling

Buying cycle stages

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Generate and nurture leads human touch

Avoid email only for lead nurturing

Major Contribution to Lead Nurturing

Major Contribution to Lead Generation

- House Email
- SEO
- Tele-qualification
- Emerging Content
- Traditional Content
- Event Marketing
- Viral Mktg
- Social Media
- Major Contribution to Lead Generation

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Producing leads with the human touch

- Sustain calls
- Make every call count
- No scripts
- Be relevant
- Gain opt-in email addresses
- Follow-up with nurturing
Step one: Sustain the calling

- Be in it for the long haul
- Works best if long-term and consistent
- Development relationships

It can take between 8-19 calls to reach a prospect. Many people give up on the third attempt.

Step two: Make every call count

- Use a top-down approach
- Confirm contacts and get internal referrals
- Voicemail? “Zero out”
- Be in the moment when making calls
- Develop a fall-back strategy
Step two: Make every call count

Target your calls

Champions for your solution

Influencers for your solution

In a complex sale, 70% of brand perception is from direct contact with a sales person.
Step three: Throw away the scripts

- Create call guides
- Leverage strong outlines that create conversations
- Include suggested areas of discussions/questions
- Be flexible, assume multiple outcomes
Step three: Throw away the scripts

Questions to build your call guide

- What is the goal of your call?
- What is your value proposition?
- What business needs/issues do you solve?
- What are three reasons your company stands out?
- What are the important questions you want answered?
Step four: Always be relevant

“I wanted to catch up...”

“I’m calling to touch base...”

“Are you ready to buy yet...?”

This isn’t being relevant
Step four: Always be relevant

- How do they work?
- What is their functional role?
- What are their anticipated needs?
- What are their priorities and challenges?

“92% of B2B buyers are open to cold calls if the sales person is relevant.”
Step four: Always be relevant

Track results and measure engagement

- Phone – inquiries, conversations, sales leads
- Email interactions – opens, clicks, replies
- Website visits – product or service pages
- Collateral downloads – registrations or clicks
- Event attendance – webinars, tradeshows
- Information requests – contact-us form, email responses

What you need to understand: Lead engagement doesn’t equal sales readiness! Use lead engagement to prioritize human-touch follow up.
Step five: Gain opt-in

- Request permission to email on monthly basis
- Add opt-in on contact us or web inquiry form
- Coach your sales team to always ask to opt-in emails

⚠️ This provides a building block for staying in touch
Step five: Gain opt-in

First Step

- First and Last Name: Jane Smith
- Company: XYZ Corp
- Email: jsmith@xyzcorp.com
- Telephone: 555-555-5555

What can we help you with?
Lead Generation

Send

Second Step

- First and Last Name: Jane Smith
- Company: XYZ Corp
- Email: jsmith@xyzcorp.com
- Telephone: (555) 555-5555

I would like to receive emails on lead generation

Company Information

- Web site
- Annual revenue
- Average sale size
- Average sale cycle
- Number of sales people
- Number of marketers

Submit Additional Information
Step six: Always follow up with nurturing

Build a lead-nurturing library

To: Recipient
From: Sender
Subject: Article on virtualization for executives

Bill,

I thought you might find this recent article on virtualization relevant. It provides a strategic overview that is written more for executives.

“FAQ: Detangling virtualization”

We've been helping a number of companies decide when exactly to use virtualization and how to avoid the "all my eggs in one basket" concern that this article brings up.

Best Regards,
Putting the rules into action

04/30/2010 - Called - Rory Smith - Talked to DM
04/20/2010 - Called - Rory Smith - Got voice mail
04/17/2010 - Email Link Clicked - Rory Smith - Campaign 2010-04-17
04/17/2010 - Email Sent - Rory Smith - Message: How to optimize your outsourced teleprosp
04/17/2010 - Email Sent - Sylvie Jones - Message: How to optimize your outsourced teleprosp
04/17/2010 - Email Sent - Joel Koppelman - Message: How to optimize your outsourced teleprosp
04/08/2010 - Called - Rory Smith - Talked to DM
03/26/2010 - Called - Rory Smith - Talked to DM
03/20/2010 - Called - Rory Smith - Talked to DM
03/20/2010 - Called - Rory Smith - Got voice mail
03/19/2010 - Touchpoint - Rory Smith - Inquiry - Web
03/13/2010 - Email Link Clicked - Sylvie Jones - Campaign 2010-03-13
03/13/2010 - Email Sent - Sylvie Jones - Message: Why cost-per-lead budgets fail
03/13/2010 - Email Sent - Joel Koppelman - Message: Why cost-per-lead budgets fail
02/14/2010 - Email Sent - Sylvie Jones - Message: Using the phone in your lead generation s
02/14/2010 - Email Sent - Joel Koppelman - Message: Using the phone in your lead generation s
02/07/2010 - Called - Mitchell Codkind - Got voice mail
02/04/2010 - Called - Kelly Henry - Got voice mail
01/31/2010 - Called - Sylvie Jones - Got voice mail
01/29/2010 - Called - Sylvie Jones - Got voice mail
01/24/2010 - Touchpoint - Sylvie Jones - Blog Subscription - B2B Lead Generation
Before you pick up the phone

- Who and why are you calling?
- What do you know about this company?
- Do they fit your ideal customer profile?
- Do you have a fall-back strategy?
- How will success be measured?
- Do you know what you are going to say?
- Do you have a follow-up email prepared?
- Is your educational content ready?
Key takeaways

- The human touch helps optimize the marketing and sales funnel.
- The human touch scales sales and qualifies leads.
- Follow prospecting rules that produce leads:
  1. Sustain calling.
  2. Make every call count
  3. Don’t use scripts.
  4. Be relevant.
  5. Gain opt-in email addresses.
  6. Always follow-up with nurturing
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TWITTER AFTER-PARTY!

Send us a question on Twitter and we’ll have a look, giving you feedback in 140 or less characters. Include #Marketo in your tweet.

#Marketo

@BrianJCarroll / @JonMiller2
Thank You

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