

White Paper



10 Easy Ways to Close Deals Faster

The Salesperson's Guide to Better Utilize Marketing





Marketing and sales have a common goal— revenue growth.

So why does it seem like you're working against each other?

The Marketing and Sales Divide – Old Topic, New Problems

The idea of the marketing and sales divide is not a new one. Despite having the same overall objective—driving revenue—marketing and sales never seem to coordinate their activities enough to improve sales effectiveness and make marketing spend meaningful. To make matters worse, today's prospects are even harder to reach than ever – having a relevant, 1:1 conversation with prospects is nearly impossible when they have been flooded with e-mails, ads, and competitive offers, not to mention all the comments (positive and negative) they just read about your product or service on the latest online forum or social media site.

The existing model of the sales cycle in most organizations actually widens the divide between marketing and sales. When sales accepts a marketing lead or contacts a prospect directly, as much as 50% of sales time is spent on unproductive prospecting even as reps ignore 80% of marketing leads. **The resulting lost sales productivity and wasted marketing budget costs companies worldwide at least \$1 trillion a year.** The sales cycle mentality also ignores the fact that before, while, and after sales interacts with a prospect or customer, marketing has been and will continue to touch the prospect with marketing messages via the website, campaigns, advertising, and PR. The dismal result? Marketing believes it is giving sales what it needs in the way of qualified leads, targeted messaging toward prospects, and highly relevant campaigns, but salespeople would probably say that most of the leads they receive are unqualified, marketing messages fail to address the real business pain points of customers, and campaigns done in the name of lead nurturing are actually contributing to irrelevant conversations once it comes time to actually speak with prospects.

So What Can Sales Do About It?

Start out by thinking less about the “sales cycle” and more about the “revenue cycle.”

A revenue cycle means more than just tacking marketing onto the front of an existing sales process; it requires coordinating marketing and sales activities throughout the entire cycle to generate maximum impact. The old model of a linear handoff from marketing to sales must give way to an intertwined model where both organizations jointly own prospect relationships and coordinate their activities.

As a salesperson, you can help shift your sales cycle to a true revenue cycle, using marketing in ways that actually increase pipeline and drive closed deals faster. Here's how.



The 10 Easy Ways Sales Can Use Marketing to Close Deals Faster

1. Help marketing define lead scoring.

Team up with marketing and create a detailed profile of a “hot” lead, not only based on demographics and budget, authority, need, and timeline (BANT) attributes, but also prospect behaviors including website activity. Once this foundation is developed with your input, you can feel more secure in letting marketing take care of prospecting while you focus more on cultivating relationships with individuals and addressing the needs of your prospects.

2. Jointly own prospect relationships with marketing and share responsibilities along the revenue cycle for increased productivity.

Once you have developed mutually agreed upon definitions for a suspect, lead, qualified lead, and other critical terminology of the revenue cycle, say goodbye to the traditional, linear “sales cycle” and think of the process as a revenue cycle – one in which you coordinate your sales activities with marketing’s efforts. Communicate with each other and allow sales leads to be nurtured effectively by marketing campaigns while you take leads originating from marketing and cultivate them with consistently messaged sales communications.

Marketo Customer Snapshot

"I manage both marketing and sales for my organization, and one of our greatest challenges has been coordinating the two functions – making sure qualified campaign leads are delivered to sales, recycled back to marketing if the deal doesn't close, and returned to sales at the right time. Marketo gave us this coordinated integration immediately, and it's so efficient it's like I got another full time person for free. With Marketo Lead Insight for Sales, we're in a stronger position than ever to work together and meet our revenue targets."

- David Politis, Executive Vice President and General Manager, Vocalocity

3. Develop a revenue cycle model with marketing to set expectations and establish realistic goals.

There's nothing worse than being promised a certain number of leads per month and receiving less than what you expect. To avoid this scenario, spend some time with marketing to discuss the past few months of lead activity and formulate hypotheses for the months ahead. (e.g. An e-mail campaign last month yielded X leads, which turned into Y converted leads, Z opportunities, and \$XXMM in revenue.) Then develop a spreadsheet that tracks your assumptions against actual numbers to increase the accuracy of your predictions over time.

4. Help build a strong set of reusable, easy-to-use sales enablement tools and templates.

To marketing, one of the worst things that could happen to a sales tool is that it is destined to just sit in your inbox or on the server, unusable in the real selling environment. The objective of a “sales enablement” tool is to help YOU in the real selling environment – if it’s not helping you, say something. If you find that the datasheets, slide decks, or e-mail templates that you are receiving from marketing don’t quite hit the mark, sit down with the person responsible for creating them and work with them to revise the pieces. Tell marketing about the current objections you’re getting and the messages that resonate best with certain prospects. As sales tools are often born out of compromise, you may not get everything you request, but at least you know you gave crucial input about what it’s like on the front lines.

5. Increase your visibility into marketing campaigns and customer online behavior to make prospect conversations more relevant.

The information prospects say about themselves on a contact form and what they actually *do* on your Web site can vary dramatically. With today’s sales and marketing technologies based on implicit behavior, you can see what marketing campaigns prospects have received and how they’ve responded, whether it’s a click-through, a Web site visit, or a free trial request. Take this information and tailor your next phone call or e-mail to suit the topics or products of interest in which your prospects have clearly taken an interest.

6. Develop an e-mail strategy that combines the “best of” marketing and sales communications.

Prospects know when they’re being marketed to and when they’re being sold to. The key is to strike the right balance between the type of communication you send out and what the prospect is most open to receiving at the time. Work with marketing to develop a set of compelling e-mail campaigns (sent from “marketing”) that are followed up by Outlook campaigns (sent from “sales”). This will help guarantee that you establish meaningful conversations with the only most qualified prospects.

7. Establish target accounts for different segments and use marketing on the front lines.

Expand the traditional idea of a “target account.” Coordinate with your marketing team to create different types of “target accounts” from your base and have marketing do the prospecting for these segments for which you have a certain amount of interest, but just don’t have the time to explore. For example, if your company has a tradeshow coming up, ask your marketing team to go after the potentially qualified leads that could be attending the show, and run a targeted campaign to these prospects in your name. When the highly qualified prospects bubble up to the surface, you can take over and know the context in which they were approached, which will make your interaction all the more relevant.



8. Develop a solid post-sales strategy for customers to encourage cross-sell and up-sell opportunities.

Because existing customers make the best leads, make sure you work with marketing to establish a sound strategy for cultivating relationships with customers after the deal closes. Too often organizations focus solely on new customer acquisition and lead generation. To promote greater cross-sell and up-sell opportunities, work with marketing to establish nurturing programs dedicated to existing customers whereby they receive regular messages from sales, and you receive alerts every time a customer visits a certain Web page or displays a strong interest in a new product or service.

Marketo Customer Snapshot

“Marketo makes every member of my team more efficient. We have better time-to-market and are more nimble – which means better results for less money.”

- **Ed Lemire, Executive Vice President**

9. Invite marketing to be a “fly on the wall” to understand the true selling environment.

Don’t work in a bubble. Invite key members of the marketing team to sit in on some of your actual sales calls. This is a sure-fire way to expose marketing to the types of conversations you’re having with prospects at every stage. In turn, marketing can better develop more meaningful sales tools and campaigns that tackle common questions head on and leave the solution selling to you.

10. Conduct regular brainstorming and feedback sessions with the marketing team.

Never underestimate the value of communication in a relationship, especially the one you have with the marketing team. If you’re not already doing so, invite key members of the marketing team to your sales meetings and devote at least 15 minutes to them so you can hear about upcoming campaigns, the latest sales tools available, and of course, updates on lead flow. The sooner you start to act like a single team with a common goal, the faster you’ll achieve it!



Marketo Sales Insight

Think of Marketo as your very own dedicated sales/marketing assistant designed to provide you with real-time notifications of prospect behavior; personalized, automated e-mail campaigns that build prospect relationships in meaningful ways; and increased visibility into marketing campaigns and sales tools. Here are just a few of the key features:

- **Best Bets and Watch Lists** help you focus instantly on your hottest leads and opportunities.
- **Interesting Moments** monitor the key behaviors that really matter to sales.
- **Lead Feed and Instant Notification** feed updates from your contacts, any time, any place.
- **Lead Detail & Lead Activity Tracking** help you understand the interests and activities of each account.
- **Insight to Action** let you sell smarter using Marketo email and Smart Campaigns.
- **Microsoft Outlook Integration** lets you add power and tracking capabilities to the e-mails you're already sending out.
- **Salesforce Integration** provides enhanced visibility into leads and contacts within the same interface you're already accustomed to using.
- **Anonymous Web Traffic Analysis** turns anonymous web visitors into leads.

Get the full story on Marketo Sales Insight at www.marketo.com/sales-insight.



About Marketo

Marketo is the revenue-focused marketing automation company, revolutionizing how marketing and sales teams of all sizes sell and succeed at every stage of the revenue cycle. Delivered in the Marketing Cloud, Marketo's powerful and easy solutions provide the fastest time to value and ignite explosive revenue growth from the earliest phases of demand generation and lead management to the pursuit of revenue and customer loyalty.

Marketo Lead Management gives marketing the power and flexibility to automate demand generation campaigns and deliver more high-quality leads with less effort, and Marketo Sales Insight helps sales understand, prioritize and interact with the hottest leads and opportunities to close more business faster. Known for providing the most innovative customer experience, Marketo was voted 'Best Marketing Automation Application' by Salesforce customers on the Force.com AppExchange. As of September 2009, more than 250 mid-market and enterprise companies in nine countries have selected Marketo.

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