

Driving Marketing ROI

Part 1

Peter Gracey
President and Co-Founder
AG Salesworks



SALESWORKS

Introduction

This eBook is a three part series that will share our experience and knowledge running a sales and marketing services firm. It is targeted at helping B2B companies achieve a better Marketing Return on Investment (ROI) for their current quarterly demand generation campaigns. Before I ask you to read my advice I think I should first give the courtesy of discussing our philosophy on building and managing any demand generation campaign. AG Salesworks' asks itself 3 very important questions prior to launching any marketing campaign (for our clients or our own). They are as follows:

1. Who are we going to target/call and why?
2. What are we going to say to them and what do you want them to say to us?
3. When our campaign succeeds in generating a qualified opportunity, how will sales follow up on it?

This eBook will cover each area in detail. It is our goal that by reading this, you either reinforce your existing process through the understanding that others feel the same way, or you gain some valuable pointers to enhance\improve your own Q4 Demand Generation planning.

So, let's address part 1...Who are you going to target and call..and why?

Table of Contents

Introduction	2
Why would someone buy your technology?	6
Who is your ideal Customer?	7
Do you have access to the appropriate contacts within your target market?	10
Conclusion	12
About the Author	13

Before you can even contemplate beginning your well crafted, slick, and paradigm shifting Q4 demand generation campaign, you had better ask yourself three very important questions.

1. Why would they buy from you?
2. Who is your ideal customer?
3. Do you have a list of contacts to reach out to within that target market?



It is no secret that insufficient attention to one, two, or all of these questions has led to the demise of some truly fantastic (on paper) demand generation campaigns. Before you begin to construct the ultimate Q4 Demand Generation campaign, think about the home you live in. When it was constructed, they started from the ground up. No matter how much you love the appearance of your home and all the bells and whistles it has from the ground up, it's the quality of the foundation that determines how long you are going to be able to live there. If the contractor that built it didn't take special care at that stage of construction then the general look and feel of the home means nothing because it's slowly sinking, or leaking, or perhaps it may just collapse. Overly dramatic? Perhaps, but it is an apt analogy for building your Q4 Demand Generation campaign.



The three questions above represent the foundation of your plan. If you don't devote the appropriate amount of time and energy to each one and its eventual answer then you dramatically increase the likelihood of overall campaign failure.

Why would someone buy your technology?

Sounds simple right? Nope, this question confounds most technology companies for one very simple reason: they don't actually know. If you can answer that question concisely in one or two sentences then please scroll to our detail surrounding question #2. If not, let me give you a feel for what I'm talking about.

Here is how I answer this question: People buy our services because they increase revenue and provide greater insight into the realities of their marketplace. To put it even more simply, you contract with AG Salesworks and you will close more business while getting to know your marketplace even better. What do you do for a company? Do you save them money? Do you make them faster, smarter, and stronger? Answer the "why" first...then you can focus on the "who".



Who is your ideal Customer?

Since we now know exactly what we do for companies, we can now begin looking at defining exactly which companies we want to do it for. Conduct a very simple exercise to establish who you want to target for your Q4 Demand Generation campaign.

Step 1: Gather your 10 most profitable customer's information. Specifically, look at the title of the person that signed the agreement, the title of the person that your sales rep first met with, the revenue size, and the employee size.

Step 2: Look for similarities across all 10 of these customers and start formulating your ideal profile. You are not only looking for similarities surrounding contact and corporate information, but you want to also identify what key pain points that you solved for these customers. Once assembled, take a quick moment to make sure that your answer to "why someone would buy" matches the actual reason(s) these 10 bought.



Step 3: Summarize your findings as follows

Company/Industry	Decision Maker	Influencer	Employee Size	Revenue	Pain Point(s) Solved
ABC inc/Bio Pharma	John Smith CEO	Claire Jones VP IT	17,500	1,000,000,000	Replace Legacy System
Telzar/Bio Pharma	Susanne Apple CEO	John Crachner CTO	2,500	150,000,000	Replace Legacy System
Summary/Averages					
Biotech/Pharma	Executive	IT Executive	2,500-15,000	100,000,000-1,000,000,000	Replace Legacy System

The table above has been kept very basic and fairly uniform for the sake of presentation, but yours will most likely vary dramatically in each category. "So why would I go through this exercise?" you ask. Well, the answer is simple, you now know exactly who your top 10 customers are and (most likely for the first time) you've placed their info on one sheet for the purpose of figuring out how to get more of "them". This in and of itself adds tremendous value.

Once you have assembled your profile list you've got to take some time to evaluate it and look for trends. You aren't trying to establish one answer in all of these categories, but you are looking to establish a range for each. This is most important in the Employee Size and Revenue sections as a range will come in handy when increasing search results once it comes time to actually generate a list (Step 3). The Pain Points section will not assist you in your development of a list, but will be essential in crafting your Q4 Demand Generation plan's overall messaging.

From the table above we can safely say we have a great stepping stone from which to jump to Step 3. In the example case, we are going to be targeting our Demand Generation campaign to Biotech and Pharmaceutical companies between 2,500 and 15,000 employees with revenues ranging between 100mil and 1billion. Within these companies we will be focused on contacting the CEO and most senior level IT personal.

Now you've got a clear picture of who you want to sell to and where they work, but before you can execute your plan, you've got to have the actual names to call.

Do you have access to the appropriate contacts within your target market?

Now that you've answered the "why" and the "who", it's time to get a bit less strategic and a lot more tactical. Do you own a list of contacts with relevant titles and valid contact information within companies that match your profile information? If the answer is yes, well done...you can skip to our next section. If not, don't fret. While there is no "holy grail" for lists, there is an abundance of high quality and credible services out there that will allow you to input your profile criteria to receive a list that matches it. In our experience we've found the following services to be the most reliable from a quality of data standpoint.

Demandbase	www.demandbase.com
ZoomInfo	www.zoominfo.com
Jigsaw	www.jigsaw.com
Lead 411	www.lead411.com

When assessing your overall list situation be certain that you understand one thing: you need Quality and Quantity. The list is the kindling that you'll need to create a roaring fire of interest via your Q4 Demand Generation campaign. You must require, when purchasing or self generating, that you have your cake and can eat it too. A critical component of your plans for Q4 will be teleprospecting. Specifically, you've got to have a rep or reps on the phone actually calling your targeted prospects to qualify them in or out, and pass them to your sales reps. There is a very basic metric to follow when feeding a quarter long Demand Generation campaign. You are going to need a minimum of 1,000 contacts per quarter per teleprospecting rep taking part in your campaign follow up. The average rep will crank through at least 300-400 contacts in a month. You've



got to keep them fed with names so that they are constantly reinforcing and pushing out your Q4 message to new prospects. Teleprospecting is essential to the success of your Q4 Demand Generation and can be a great way to determine how many prospects you want in your list. If you have 2 reps available for the quarter to support your campaigns, you don't want to purchase a list with more than 2,000 names on it. If you do, you'll run the risk of not having the teleprospecting bandwidth available to effectively touch all prospects.

Conclusion

Well done, you've answered the "why" and the "who". You've also secured a list of business people matching your profile from a title standpoint. You've also ensured that all of these individuals work at companies in your wheelhouse. It's time to move onto Section #2....what are you actually going to say to these people when you get them live, and, what do you want them to say to you?



About the Author

Peter Gracey is the co-founder and President of AG Salesworks and is responsible for daily operations and Client management.

Having founded AG Salesworks in 2002, Peter strives to constantly improve on both the Client and employee experience. Peter employs the newest technologies, best practices and strategic leadership to drive measurably, superior results.

Prior to AG Salesworks, Peter worked in senior management in the services and software industries.

