LEAD RESPONSE

5 TACTICS EVERY REVENUE LEADER SHOULD KNOW

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The buying landscape has changed forever and isn't going back to where it used to be. Buyers are making quicker decisions, with access to more information in digital channels, and sellers need to catch up or yield the ground to their competitors.

Getting more flexible with how you assign and engage records can shorten your speed-to-lead and dramatically improve your team's overall coverage.

Unfortunately, a lot of organizations have allowed their high-volume muscles to atrophy, stunting good pipeline development and leading to missed revenue—hot leads go cold, reps get bogged down, leaders lose visibility and control.

Teams need to adopt more agile lead response and nurturing strategies. According to a recent study from Marketo, businesses that excel at lead nurturing can generate 50% more sales-ready leads at a 33% lower cost.

> **What it comes down to:** *Are you connecting to enough of the right people—early enough in their journey and fast enough once they've shown interest—to influence their decisions?*

The following 5 tactics will help you do modern lead response and customer nurturing in the most effective way:

1. Prioritize High-Priority Activities and Strategic Accounts
2. Enforce and Automate Effective Processes
3. Personalize Engagement
4. Expand Your Engagement Approach
5. Track and Measure Everything

1 Prioritize High-Priority Activities and Strategic Accounts

Not all leads or accounts are created equal. Some are higher priority and require strategic targeting with assigned reps. Others don't require an owner or the same degree of care. Effective lead response and engagement can break down when you can't tell the difference between.

What to do:

Define your ideal customer profile (ICP), identify target roles and personas, and prioritize strategic accounts. Establish rules for flagging hot inbound leads, and build engagement strategies for both high and low-priority customers.

PLAYBOOKS™

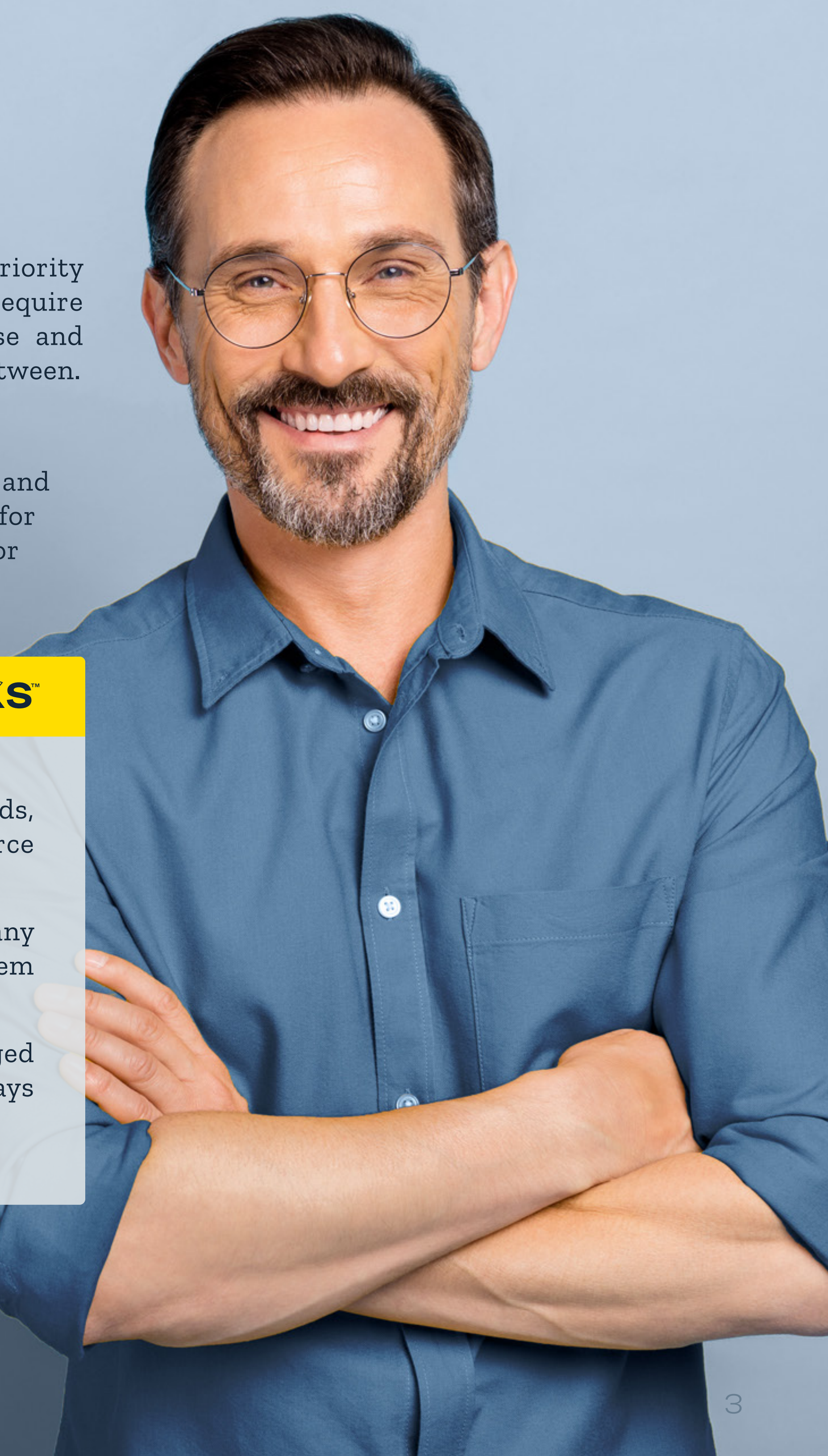
How Playbooks can help:

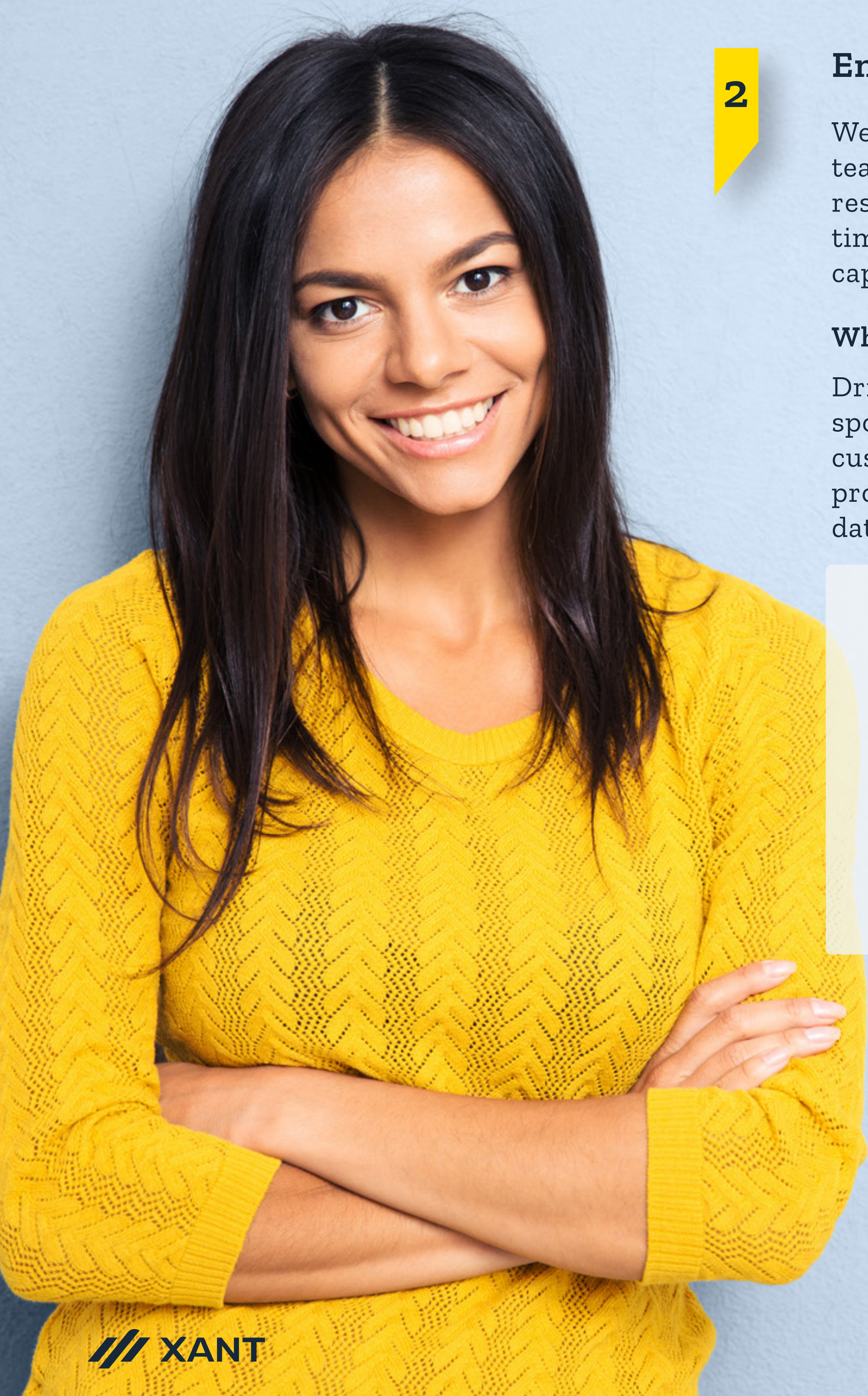
Plays are multi-channel engagement strategies in which leads, contacts, accounts, and opportunities can be enrolled to enforce process, A/B test tactics, and iterate quickly.

Automatically assign hot leads as **Shared Records** alerting any rep on the team to take action until someone does, keeping them from going stale.

Prioritize activities with custom sorts and task filters, arranged by propensity score, rules, or a combination of both so reps always work on the right things.

> **50% of buyers choose the vendor that responds first.**
> Hubspot





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Enforce Processes and Automate Supporting Tasks

We're seeing a shift in buyer behaviors—reinforcing the need for teams to have more rigorous structures in place and more agility when responding to leads. But being consistent, responsive, and agile at all times isn't humanly possible. Automation and process can extend capabilities and eliminate human error.

What to do:

Drive adoption of a Sales Engagement solution with leadership-sponsored change management. Use automation not to spam customers but to assign records, enroll them into cadences, progress them through stages, alert record changes, and capture data in CRM.

PLAYBOOKS™

Playbooks features that help:

Auto-Enrollment 'Robots' pulls records—including leads, contacts, opportunities, and cases—into Plays, moves them through stages, and keeps the attention on prioritized tasks.

Activity Triggers alert reps when they need to take action on a record and when changes are made to records in CRM.

> **The odds of qualifying customers decrease by 400% after the first 5 minutes.**
> XANT

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Personalize Engagement

The new B2B buyer is a digital native—nearly half are millennials or younger—who goes to the internet first for answers, and who has access to the kinds of data that create an expectation of personalization. Harnessing data insights in the way buyers do is the only way for sellers to have an edge.

What to do:

Use data to monitor buyer preferences. AI can use data to prioritize tasks and leads according to their propensity for a return. Align marketing and sales to build messaging, templates, and cadences that can be personalized, launched, and tracked at scale.

Playbooks features that help:

Playbooks™ Buyer Intelligence arms reps with several features that make personalized engagement easy:

Buyer Hints offers person-level behavioral insights pulled from collective interaction and outcome data—including level of influence at an account and preferences on how and when to engage.

SmartSend will automatically schedule personalized emails to send when the contact is most likely to respond.

Playbooks **detects and recommends** net new, validated mobile numbers for key contacts, dramatically increasing contact rates.

Gartner predicts that 80% of B2B interactions between suppliers and buyers will occur in digital channels by 2025.
Gartner

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Expand Engagement Approach

Buying committees, or demand units, are different and bigger than ever. For reps to succeed, they need to broaden their outreach and their approach. According to Gartner, the average buying committee has 11 active members and up to 7 casual participants. As the size of the deal increases, so does the size of the buying committee.

What to do:

Quick lead response is not the end objective—closing deals is. Expand your efforts from just working leads to engaging the entire demand unit. Map accounts to plan engagement with decision-makers, influencers, detractors, etc to increase your chances of closing deals.

Playbooks features that help:

Buyer Maps: Playbooks recommends additional, relevant contacts who may influence a deal. Get information for other members of the demand unit, even if they're not in your CRM. Effectively reach the right contacts.

5 Track and Measure Everything

You can't manage what you don't measure. One of the biggest challenges for sales managers is to track and measure what's happening on their teams, and knowing how to utilize that data. Tracking metrics can enable you to repeat successes and increase win rates.

What to do:

Determine your criteria for turning leads into opportunities—plan for and enforce best practices. Track the effectiveness of your leads being work. Where do they come from? What % progress vs fall through? Where do they fall through? How many touchpoints are required for a lead to progress? What combo of activities leads to the desired outcomes?

PLAYBOOKS™

Playbooks features that help:

Reporting: Measure and track the effectiveness of your engagement. See which leads are being worked and which strategies are causing them to move along the sales funnel. Build reports with a data visualization engine to view sales activities by totals or averages per day.

Bi-Directional CRM Sync: All engagement and contact attempts made are automatically recorded in Playbooks and in your CRM. Engagement is tracked, recorded, and available for analysis in your CRM.

Conclusion

Enforcing an effective and quick lead response strategy will make or break your business. [50% of sales go to vendors who respond first.] Set up your reps for success training them to leverage lead response best practices and utilizing tools that enable them to follow these practices. Playbooks has lead users to see a [26% increase in closed-won deals.] Demo it today to experience first-hand how Playbooks can help your team shorten their speed to lead.