



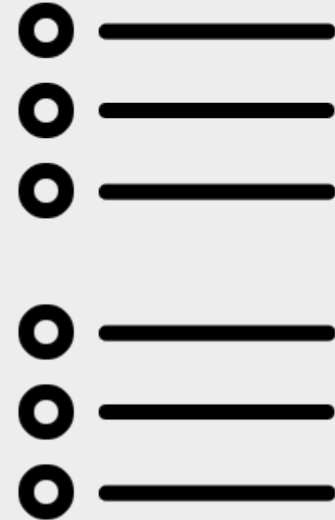
# Building Scalable Inside Sales

# Artem Berman

# Starwind

## Scope of deck

- § Lead nurturing
- § Lead nurturing tactics
- § Drip marketing
- § Multi-funnels
- § Sales scripts
- § Split tests
- § Communication channels
- § Do e-mails still work?
- § Feedback and Quality Assurance
- § Takeaways

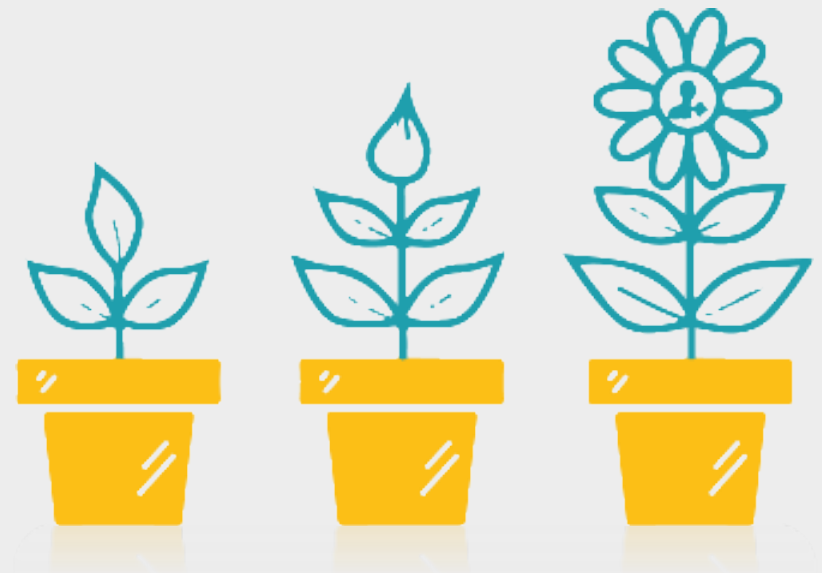


# Lead nurturing

**Lead nurturing** is the process of developing the relationships with prospects all the way from the MQL state to the sale. You are nurturing the lead by guiding her/him through the steps of the sales funnel and by focusing your marketing and communication efforts on listening to the needs of prospects and providing the information and answers they need.

On every stage, the sales representative uses different tactics that are most effective for the particular lead or group of leads at a given moment of time. That is why well-thought strategy is necessary to structure the process.

When we are talking about the “**sales cycle**”, we normally mean the period when we have successfully executed our lead nurturing techniques and reached the point of sale.



# Lead nurturing tactics

## The lead nurturing concepts and tactics are:

1. **Multiple funnels tactic.** Drip marketing helps to guide the lead from the general to more specific questions. You are having several sales scenarios and have several funnels within your main funnel.
2. **Multi-channel approach.** Touch them from many sides.
3. **Multiple touches approach.** Normally you would engage with the prospects ten times minimum to reach the objective.

## And more:

- § Personalized e-mails
- § Timely follow-ups
- § The rapport and Reliability
- § The advisory role (remember we are in consulting sales)

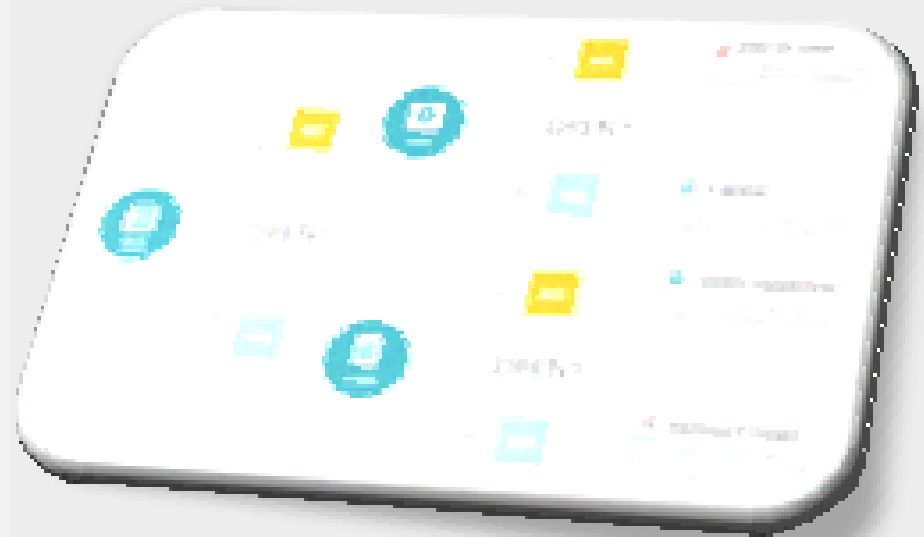


# Drip marketing

Since there is no one size that fits them all and since all your leads have a different temperature, you'd need to use different approaches and materials for the different groups of the leads.

You'd want to segment them, and you'd want to have a specific sales scenario for the particular segment.

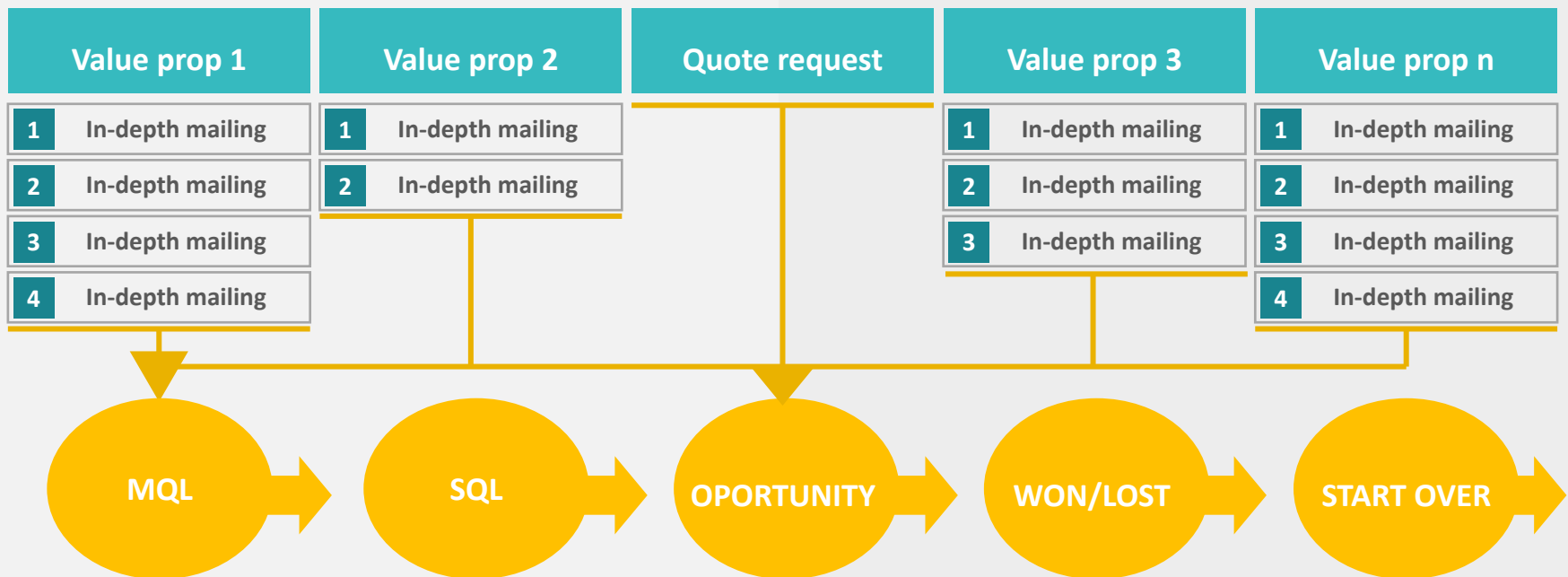
You'd use "drip marketing."



# Multi-funnels

At the end of the day, you'd have several mini-funnels that contribute into your main funnel. All this should take into the account the time-bound process of the lead nurturing.

## DRIP MARKETING



## LEAD NURTURING

# Sales scripts

A sales script is a standardized pitch you are using to achieve your tasks during the communication with the prospect.

## These tasks can be:

1. Qualify or disqualify the lead.
2. Understand the business case.
3. Measure the temperature of the lead.
4. Pitch your product or service.

Should you use standard scripts or prepare your own? **The pluses of the standard scripts are:**

- § The standardization of the sales process.
- § Best practices within a company.
- § Guaranteed coverage of the most important aspects of the product or service.
- § Short onboarding time.

## The minuses are:

- § The inability to know beforehand the diversity of the situations.
- § The rigid behavior on the call.
- § The robot-like sounding and stress from the unexpected questions.

**Use mixed approach! If a script, it shouldn't sound like one.**

# Split tests

“In marketing and business intelligence, A/B testing is a term for a randomized experiment with two variants, A and B, which are the control and variation in the controlled experiment. A/B testing is a form of statistical hypothesis testing with two variants leading to the technical term, two-sample hypothesis testing, used in the field of statistics.

Other terms used for this method include bucket tests and split-run testing.”

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That’s an especially useful approach when you are using standard scripts.

If you are using the standard script – at least make sure you are using the best one.

## The applicability of the A/B tests?

- § The web (landing) page
- § An e-mail
- § A pitch





## Do e-mails still work?

Out of the question, the phone conversation would be more effective than an e-mail. The trick is though you cannot call all your prospects plus ill-driven phone call can do much more harm than e-mail.

So with your low score leads, you would be using the e-mail.

### The e-mail should be:

- § Short and concrete
- § Personalized (even though automated)
- § A/B tested
- § Should offer something of value
- § Should have a call to action



# Feedback and Quality Assurance

The worst thing that can happen is when we have all the policies to nurture a lead and make a sale in place but Sales Reps don't follow them or something else is broken and the management is not aware. It is crucially important to receive the feedback from your leads. It is important because:

- § This is the only way management can be aware of the problem with the product or with the sales team (or with support etc.)
- § For one person reporting the problem hundred are leaving silently

How we can get that feedback?

- § Quality assurance team
- § Special CRM facilities
- § Selective control of calls and e-mails



## Takeaways



Lead nurturing is a process



There are many aspects and tactics of the process



Segmentation works best



Touch often, touch from many sides



Spit tests work, so do e-mails



Get feedback

# About lecturer

## Art Berman, MBA

Art Berman is a successful serial entrepreneur who has founded a number of companies in the technology industry. Mr. Berman brings more than a decade of entrepreneurial experience building and advising successful software companies. Art has managed worldwide online sales and operations since 2003. Mr. Berman earned his Bachelor degree in Economics from Moscow International Business Institute in 1997 and Executive MBA in Edinburgh Business School - Heriott-Watt University in 2014.





**Thank you!**

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**Questions**

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