

# Engaging Your Sales Team to **Prioritize,** **Follow Up Faster** and **Close More Sales.**



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## Six Quick Steps for Success

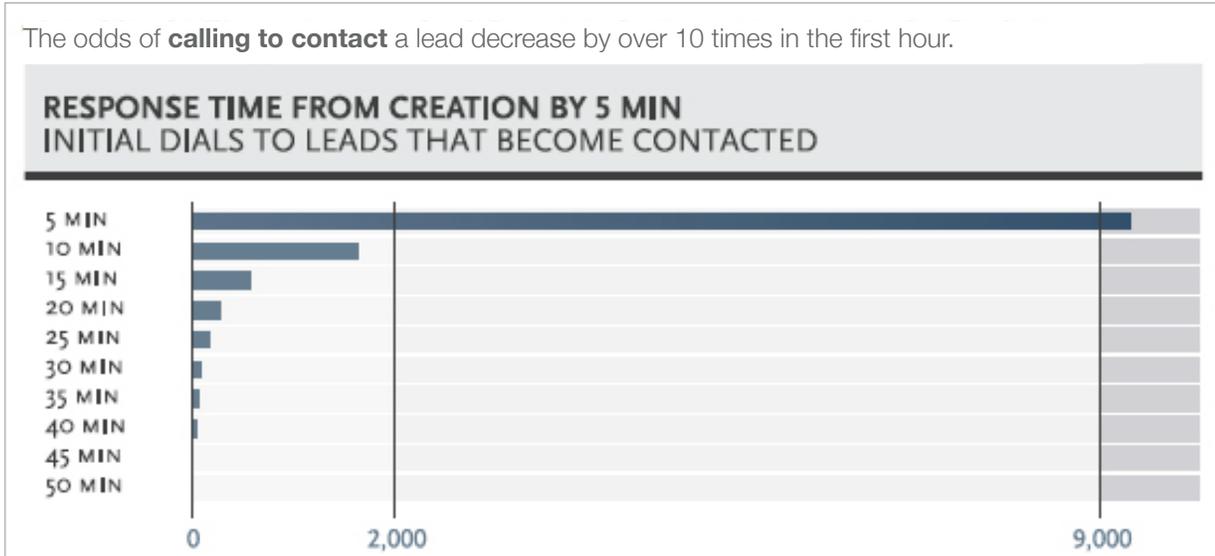
- 1. ENGAGE your sales team** on the front end of your Demand Generation program so when they receive leads for follow-up, they are prepared and have bought in to the validity of the lead.
- 2. Make it easy for sales to FOCUS** with a demand generation program success model that relies solely on what they have been hired to do—sell. The prospects that you are serving up have been hand selected from your database, have reviewed your content, and are likely to be at their desks, able to take a call.
- 3. DELIVER in real time** those prospects that can be followed up with immediately, so sales can prioritize their follow up list.
- 4. RESPOND to leads in short order** to enable greater connection rates, less voice mail, and higher closer rates. (see MIT study below)
- 5. Include sales in the REPORT process** to ensure they know as individuals what they have done, what still needs to be done, and how their sales associates are doing in comparison. Healthy competition tends to raise the tide for all.
- 6. REFINE your program week to week** to ensure lead flow is provided in a manner that provides your sales team the time to follow-up in a timely fashion.

“BullsEye! is a **highly effective way** to get folks to interact with you on a single touch. We received a **40% response rate** from our campaign, which is an unbelievable rate of response.”

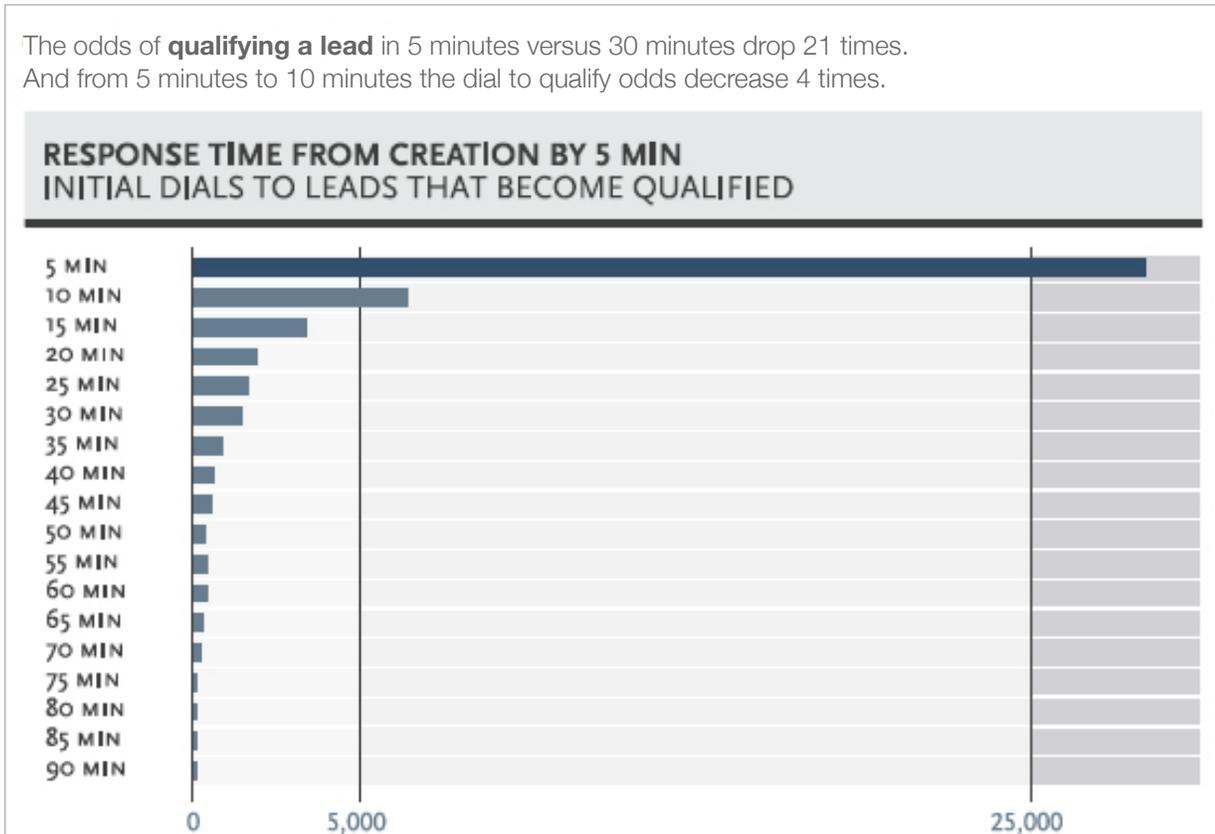
## An MIT Lead Response Study:

According to a study conducted by Faculty Fellow, Professor Oldroyd of MIT, analyzing 3 years of data, fifteen thousand leads and over one hundred thousand call attempts, the following 2 conclusions stand out:

1. The odds of **calling to contact** a lead decrease by over 10 times in the first hour.



2. The odds of **qualifying a lead** in 5 minutes versus 30 minutes drop 21 times. And from 5 minutes to 10 minutes the dial to qualify odds decrease 4 times.



## ONE Program Guaranteed to Generate 10% Response Rates: BullsEye Demand Generation

The BullsEye! Demand Generation campaign provides you the ability to easily engage and focus your sales team by delivering real time lead alerts for prospects who have shown interest, and are available for conversation immediately. A fully integrated program including all content, creative, targeted personalized mailing, microsites, real time sales leads, opportunity tracking and sales team effectiveness reporting. And should sales reps get overwhelmed or forget to follow-up, each rep will receive daily and weekly reminders on the opportunities still awaiting follow-up.



### The BullsEye Demand Generation program is turn-key and delivers:

- Guaranteed 10% response rate for high response creative
- Access to elusive director and C-level prospects across all industries and verticals
- Real-time lead alerts for your sales team
- Insight to individual sales team member performance
- All creative, production, fulfillment and training
- Sales rep tracking and ROI/opportunity reporting
- CRM integration or stand-alone program
- Scalability for small and large audiences

The BullsEye Demand Generation program is currently being deployed in 91 countries and 21 languages. The program is ideal when targeting prospects who sell products/services with a \$15K+ value.

To learn more about the BullsEye Demand Generation program contact Jeff Holmes or Beryl Israel at **408.293.3233** or visit us at [www.3marketeers.com](http://www.3marketeers.com).