



How to Create a Sales-Ready Lead

“UNIVERSE”

Let the Sales Team Focus on
Selling for a Change!

How a Company used Database Segmentation,
Lead Generation and Marketing Automation to:

- Add **153 leads** to the pipeline
- Identify **325 leads** as 'high-value'
- Boost lead generation (which accounted for **9%** of the deals closed)

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About The Company

The Client is based in Herndon, Virginia, and delivers Business Management Solutions and Green Technology Platforms. Their focus is on providing end-to-end services and solutions, from new product development, product evolution to product customization strategies. The Client customizes, integrates and extends Green IT solutions, in order to improve efficiency, reduce costs and maximize profitability.

Their current focus was on revamping its lead generation efforts, in order to replenish the pipeline with qualified leads as well as align efforts of the marketing and sales departments.

Challenges

- The Client in order to reduce costs, had their sales team conduct lead generation activities – from sending outbound emails, following up through telephone calls, obtaining appointments, nurturing leads to database acquisition.
- With this reversal of roles and with the sales team focused on lead generation, this resulted in a shrinking pipeline. What the sales team needed was support with obtaining quality, sales-ready leads from the marketing team.
- There was also a need for collaboration between the sales and marketing teams in order to meet the underlying objective of lead generation.

Key Objectives

Lead Generation

Database Segmentation

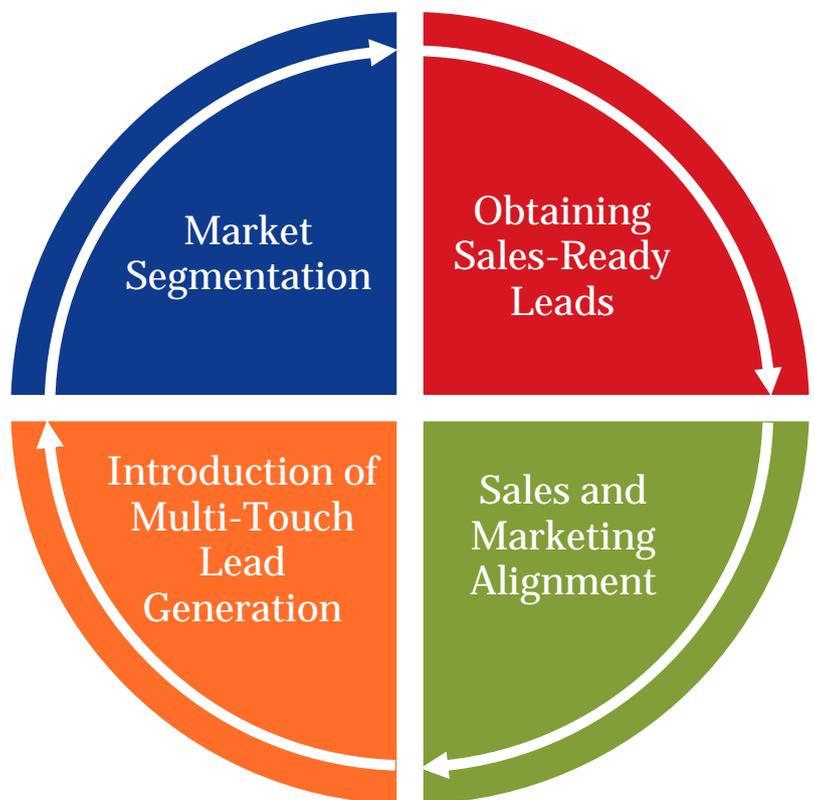
Data Quality – Qualified Leads

Marketing Automation for Alignment of Marketing and Sales

Solutions

Info CheckPoint was successful in catering to the primary needs of The Client by improving data management, database segmentation, data quality and hygiene, and marketing communications.

- **Market segmentation** – the focus on quality lead generation was so strong, the target market had to be identified and classified before engaging in lead generation tactics. While they identified their optimal “universe”, the list size had reduced to half; however it was not about the number of contacts it was the quality that mattered.
- **Obtaining sales-qualified leads** – in order to ensure quality of leads were maintained, certain criteria were established based on which leads were scored. The lead qualification practice had to be consistent and required it to be embedded into the overall selection process.
- **Introducing a multi-touch, outbound lead generation process** – in order to implement an outbound lead generation process and generate sales-ready leads, they required a database that would be maintained (for quality) and updated by an external partner. Here is where Info CheckPoint extensively helped the Client in providing niche contacts and high-performing markets.
- **Sales and marketing alignment** - in order to align the functions of marketing and sales, what was required was a marketing automation and CRM platform through which action plan could be implemented in an organized manner. Info CheckPoint provided easy integrated of their database with one of the leading CRM applications, Salesforce.com. With integration of marketing automation and CRM coherent nurturing strategies and action plans could be implemented. We utilized a multi channel email engagement approach to build customer relationship through an automated marketing process. A simple lead nurturing program was integrated within Salesforce.com and customized to suit the Client’s specific business needs.



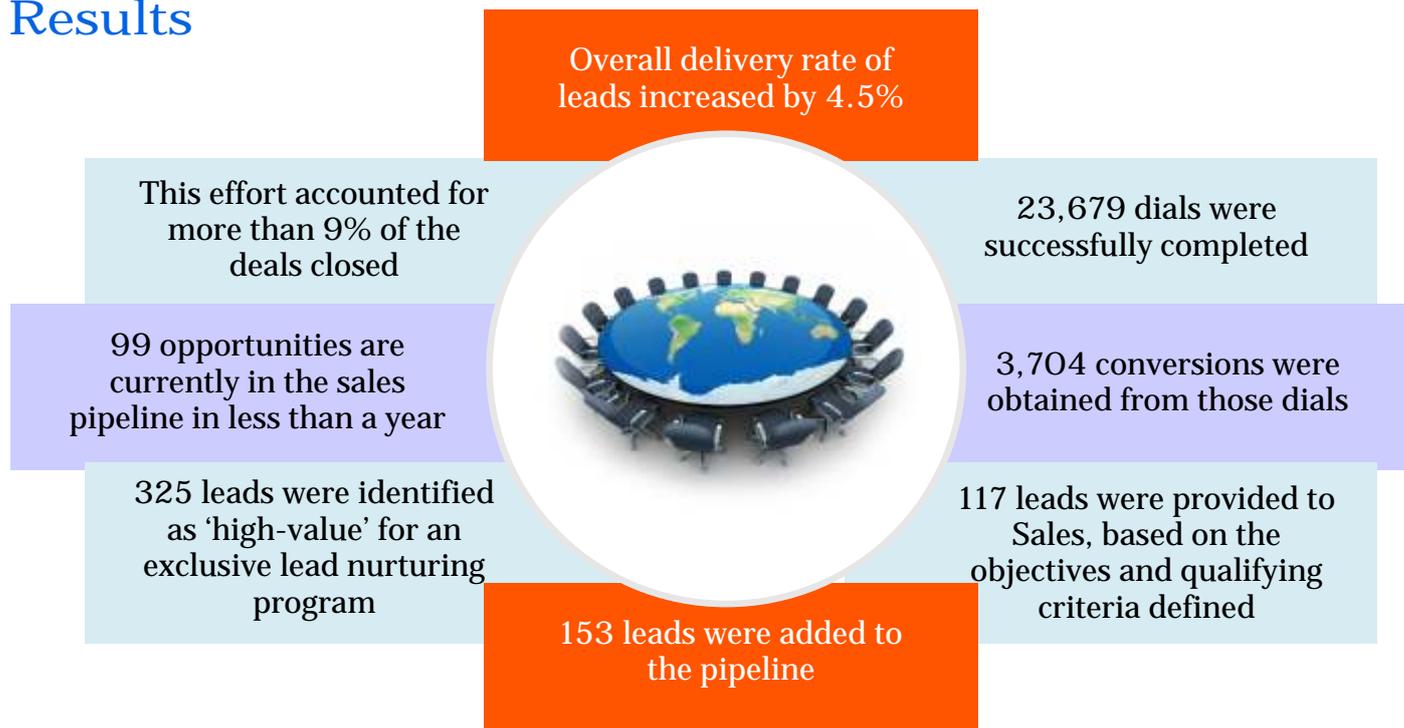
Focus	Info CheckPoint Solutions	Advantage
<p>Market Segmentation</p>	<p>Database Segmentation and Easy Access to Data</p>	<ul style="list-style-type: none"> • Segmented databases were provided by Info CheckPoint to provide relevant information related to business objectives. • Accessibility - To obtain specific results, The Client could easily access extensive databases with classified contacts. They could view and save results without spending time downloading large amount of data. • Granularity - With detailed drill options and categories, they could obtain granular results that represented their target market the best and suited the business requirements.
<p>Obtaining sales-qualified leads</p>	<p>Data Quality and Hygiene</p>	<ul style="list-style-type: none"> • Advanced Search Options - detailed categories and the advanced search option helped in finding relevant and detailed results to facilitate targeted communication. • Lead scoring was set based on the criteria and goals defined, in order to identify sales qualified leads.
<p>Introducing a multi-touch, outbound lead generation process</p>	<p>Database Maintenance, Updation</p>	<ul style="list-style-type: none"> • Verified Data - Verification specialists at Info CheckPoint ensured data quality, through regular manual, email and tele-verification of individual contacts. Auto tele-dialers or „bots? to verify leads are not used in verification. • Accurate Data - With quality as the highest priority contacts were updated regularly. Data was verified and validated before being added to the database and users were encouraged to update details to ensure data was fresh and updated.
<p>Sales and marketing alignment</p>	<p>CRM Integrated MA Platform</p>	<p>Better sales support was provided and co-ordination between sales and marketing improved. Through the marketing automation platform Info CheckPoint :</p> <ul style="list-style-type: none"> • Automatically updated lead records in Salesforce.com • Added nurturing communications to activities • Automated email opt-out management • Automated follow-up calls for sales staff • Automated follow-up emails sent on behalf of sales staff • Automates scheduled reports • Automated time zone sensitive communications

Business Benefits

Info CheckPoint was successful in catering to the primary needs of The Client by improving database segmentation, data management, data quality and hygiene.

What Info CheckPoint Provided	How The Client Gained
<p>Database Segmentation and Easy Access to Data</p>	<p>☒ The database was segmented to identify target market. While the Client had identified their target market, with a customized and segmented database they were easily identifiable.</p>
	<p>☒ Data was stored systematically and was easily accessible through the advanced search application tool. The advanced search application interface allowed the client flexibility to view and save results without spending time downloading large amount of data.</p>
	<p>☒ The search application was intelligent, intuitive and gauged the requirement of the search, enabling better and faster decision making.</p>
<p>Providing sales qualified leads</p>	<p>☒ The advanced search tool provided options and detailed categories to help in finding relevant and qualified leads.</p>
	<p>☒ Sales qualified leads were better identified through lead scoring that was set based on the criteria and goals defined.</p>
<p>Database Maintenance, Data Quality, Data Hygiene</p>	<p>☒ Data that was obtained was verified and accurate, leading to better results. Verification of data was not done using auto tele-dialers or „bots?.</p>
	<p>☒ A scientifically based, technology driven and manually validated comprehensive verification process was adopted to maintain data hygiene. This resolved issues such as data duplication, inconsistencies, redundancies and inaccuracy. This resulted in a 99 percent improvement in data quality in just 6</p>
<p>CRM Integrated MA Platform</p>	<p>☒ The CRM integrated MA platform provided an organized approach to educate, inform, analyze, validate and keep prospects and customers alive, interested and engaged.</p>
	<p>☒ Sales support had extensively improved through automation of updating leads, follow-up calls and emails on behalf of sales reps and scheduled reports.</p>
	<p>☒ Co-ordination between sales and marketing improved.</p>

Results



Our databases are customized and segmented and we maintain high data quality to facilitate reduction in costs, optimization of resources and maximization of ROI.

[Click here](#) to get to know how you can access Info CheckPoint on Salesforce

*Due to confidentiality reasons, the name of The Client has been withheld.

About Us

Info CheckPoint is a preferred provider of credible business to business (B2B) information, database management and marketing solutions. We understand the value of driven, directed and dynamic databases and therefore emphasize on high quality data which translate to invaluable information. For us a database is a business intelligence tool.

Our advanced search application allows instant access and provides segmented data to facilitate targeted communication significant in leveraging business growth. Through this interface you can obtain information that is customized to business requirements and enables focus on primary target markets appropriately.

At Info CheckPoint we adopt a scientifically based, technology driven and manually validated comprehensive data verification process. Utilizing data quality tools, techniques and tactics, we emphasize on maintaining data that is verified, validated, accurate, current, relevant and hygienic.

To gain access to power packed databases or for more information, please visit Info CheckPoint

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