What if...

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What percentage of your leads convert to customers?

- 25% or less
- 50%
- 75%
- 100%

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10 – 15%

The Majority of B2B Leads are Not Sales Ready

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Sales Funnel

1. Awareness
2. Interest
3. Consideration
4. Intention
5. Sale

Sales Pipeline

1. Prospecting
2. Qualification
3. Meeting/Demo
4. Proposal
5. Close

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Lead Nurturing

Lead Nurturing:

The process of developing and maintaining relationships with customers at every stage of their journey, usually through marketing and communications messaging.
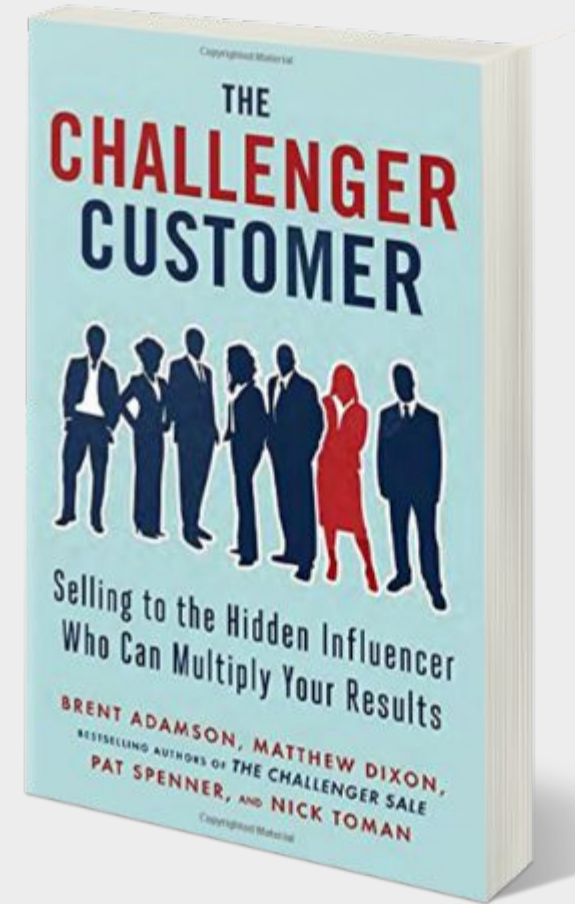
Effective Lead Nurturing = Relevant and Insightful Message

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Insights:

"Commercial Insights are required to dislodge buyer thinking and behavior that produces their acceptance of the status quo."

- Challenger Customer

✔ **Name**
✔ **Email**
✔ **Business Name**
✔ **Industry**
✔ **Lead Source**
✔ **Interest**
✔ **Current Contract Status**

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- ✔ **Name**
- ✔ **Email**
- ✔ **Business Name**
- ✔ **Industry**
- ✔ **Lead Source**
- ✔ **Interest**
- ✔ **Current Contract Status**
- ✔ **What problems do they have?**
- ✔ **What are they working on? What are their main concerns?**
- ✔ **Who is involved in the decision-making process?**
- ✔ **What do they value in a supplier?**

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The Power of Your Data

- Build stronger relationships
- Gain trust faster
- Foster brand loyalty
- Add value
- Improve customer retention

Customer data is the most valuable asset in your organization.

Sales, marketing, and service – we all rely on insights about our customers and prospects to deliver the right experiences at the right time.

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Data in Action

Who: Linen management company serving healthcare and hospitality industries in the Omaha, Nebraska, and Des Moines, Iowa, area.

What: Targeted list of prospects they knew had specific issues with their current service provider – 47 contacts.

Sent one targeted email

Result: 1 new business contract, 2 in discussion

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What Are You Leaving on the Table?

What You Can Do Today

1. Identify your contact buckets. What do you know about prospects and customers? What would be helpful to know about them?

2. Clean and organize the data you have.

3. Develop specific messaging for your priority prospects and customers. What insights can you provide? What can you present that challenges the way they think about their business or your business?

Use what you know – *your data* - to drive the conversation.

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How RED66 Can Help

- Create a strategy to help you target your priority customers and prospects

- Identify what data is most important for your business

- Look at trends and other meaningful information about your prospects

- Develop insights and messaging relevant to your prospects and customers

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Questions?

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Thank you!

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