

# The Intelliverse Way - Finding, Closing, and Nurturing Sales Leads

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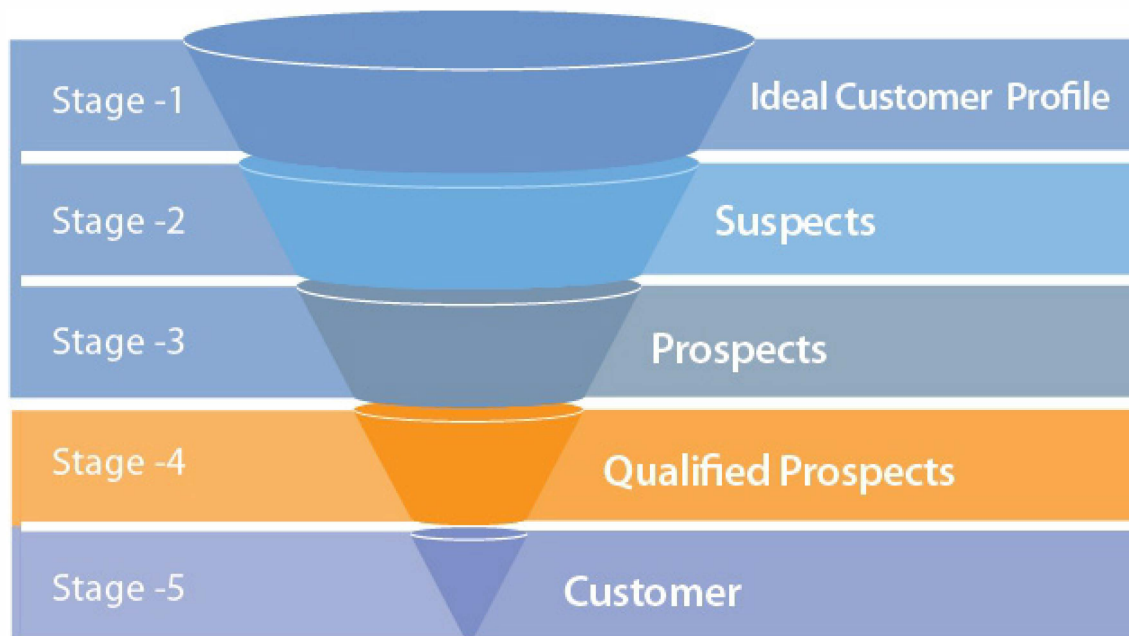
Lead generation is about so much more than making a sale. In order to have the most devoted and profitable leads, you need to follow a streamlined process that can guarantee positive results. Moving your focus from sales to customers will allow you to understand why Intelliverse emphasizes finding, closing and nurturing sales leads to increase the efficiency and effectiveness of lead generation strategies.

## Finding Qualified Prospects

### *The Sales Prospecting Pyramid*

The five stages of sales prospecting, pictured below highlight the steps it takes to turn your target audience into customers who are actively purchasing from your company. These five stages can be grouped into two groups with the first three stages in one and the last two stages in another.

The first stage is known as the ideal customer profile and is where companies define their target audience based on industry, company size, customer role and more. After you pass the first stage you have your suspects. These people fit the criteria that you have developed in your Ideal Customer Profile. The next stage of sales prospecting is determining your prospects or leads. These interested consumers have had some interaction with your company. This interaction is minimal as you are only verifying that these people are in fact who you believed them to be.

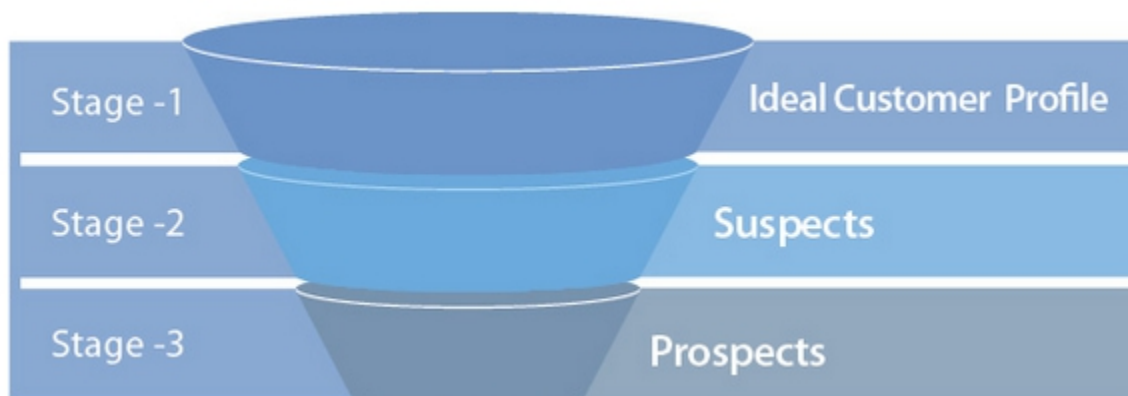


The fourth stage initiates the second group of sales prospecting stages as it defines the people who are your qualified prospects. These prospects, formerly known as leads, are qualified because they have the appropriate budget, authority, need and timing. These characteristics make them ideal for becoming purchasing customers. Qualified prospects are therefore the most important step of the sales prospecting process. Unfortunately, many sales teams are unable to focus the required attention needed for this stage after devoting countless hours of effort to the first three stages.

Once you have determined which leads are also qualified prospects, you can then begin working on the fifth and final stage of sales prospecting - customer. Since qualified prospects have fit your Ideal Customer Profile, surpassed the suspects and prospects stages and demonstrated conversion characteristics, their chances of becoming customers are notably high. After all, your hard work to narrow down and define your target audience to these qualified leads should be more than deserving of valuable and dedicated customers.

### **The Mistake Companies are Making**

To expand upon the difference between qualified prospects and leads, consider the issue typically faced by companies who utilize the sales prospecting pyramid - 75% of time is devoted to the first three stages. As previously mentioned, these first three stages merely result in a prospect, which is a lead in which whom you have determined that their identity is valid. Despite the time it takes to get to the prospects stage, prospects have not yet been qualified and therefore have not yet reached the desired, revenue-generating stage of the qualified prospect. It is the qualified prospects that drive sales results and therefore where salespeoples' focus and energy should be placed. If your sales team is spending all of their time on the first three stages of the sales prospecting process then there are minimal resources remaining for the last, and most important, pieces of the process.



## How to Fix the Problem

The best and only way to solve this problem of ideal time management for sales teams is figuring out a way for your team to focus on the last two stages of the sales prospecting pyramid. This will put an emphasis on the qualified leads who have surpassed the lead phase and have been discovered to be an appropriate match for your company. If you can turn your attention and time to primarily qualified prospects then you can provide your sales team with the ability to devote their valuable time to turning prospects into revenue-generating customers. Fortunately, there is a solution that can free up your salespeople so that they can focus more intently on the last two, and most important, sales prospecting stages.



## Closing New Customers

### *Let Your Sales Team Do What They Do Best*

Intelliverse Managed Services are the key to removing the burden of prospecting from your salespeople by eliminating the first three stages of the process. There are three components of Intelliverse Managed Services: Managed Lead Generation, Managed Marketing Automation and Sales Acceleration. These aspects work alongside one another and can complete the first three stages of sales prospecting for you. These services not only reduce the amount of work required by your sales team, but will allow you to gain more qualified prospects easier, faster and cheaper.



### **Lead Generation**

Managed Lead Generation is the one of Intelliverse's Managed Services. In Managed Lead Generation, Intelliverse finds, contacts and nurtures qualified prospects for you. Managed Lead Generation therefore completes stage two and also has an impact on stage three. Once Intelliverse has determined which leads are qualified you can then focus on qualified prospects, the fourth stage of sales prospecting. These interested, or qualified, prospects are delivered directly to your sales team by Intelliverse. These prospects are then ready to be converted to customers.

Intelliverse is an expert at delivering qualified prospects, which is much more than simply 'buying leads'. While leads are unqualified and are still in the third stage of the sales prospecting process, qualified prospects have an interest and need for your company. To ensure that qualified leads have the highest chance of converting, Intelliverse will work with your team to develop a qualification standard for each qualified lead that Intelliverse hands off to your sales team. The depth of this process can replace or augment existing sales prospecting efforts as Intelliverse will become your inside sales team. Since their goal is creating qualified appointments for your sales team, you can be confident that the people you are given will be strong members of the fourth stage of sales prospecting - qualified prospects.

In order to make all of these beneficial results a reality, Intelliverse utilizes unique lead generation campaign features. These features are customized for each client as each company

defines a 'qualified lead' in their own terms. The process can be tracked and evaluated through a Client Portal that has 24/7 access. Intelliverse sales associates are U.S.-based and dedicated to your campaign, making the qualified leads you receive of the highest standard. In addition, you can receive call recording and feedback so that fully transparent reporting is achieved.

There are also campaign options including lead qualifications, appointment setting and hot transfer. These options allow you to give Intelliverse the chance to identify which leads meet your qualification criteria and therefore are qualified leads. You will also allow Intelliverse to set qualified prospect meetings through the appointment setting option. One of the most impressive option features is hot transfer, which immediately transfer very interested leads to your sales team to increase close ratios by as much as 33%.

Intelliverse's team ultimately works as an extension of your sales team through the way they hand off not only interested leads, but qualified prospects. Services such as scheduled meetings allow your team to do what they do best - close deals and convert valuable customers. Their comprehensive process takes care of the first three stages of the sales prospecting process and therefore frees up a significant portion of your company's lead generation time so that you can focus on gaining more customer sales. The team members at Intelliverse are experts at prospecting and setting appointments with qualified prospects. They know what works and what doesn't and deliver sales-ready prospects so that companies can maximize their sales resources to close more deals, drive revenue and increase profits.

## Nurture Current Customers

*More Conversations, Increased Opportunities and Better Outcomes -- from Start to Finish*

### Marketing Automation

- **What is Managed Marketing Automation?** - Managed Marketing Automation is another one of Intelliverse's Managed Solutions that allows your company to reach out and engage with a wider audience. This service primarily deals with the first and second stages of sales prospecting, the Ideal Customer Profile and suspects.
- **More Conversations** - One of the ways Intelliverse handles the first and second sales prospecting stages is through the way they set up and manage targeted email campaigns. In these campaigns, Intelliverse creates graphic and text-based email templates, sends emails based on agreed upon schedules and scores each lead based on behavior and profile. Transparency is also ensured with weekly reports and a review of results with your team. These actions result in a 451% increase in qualified leads. Furthermore, Intelliverse analyzes program statistics so ongoing enhancements can be made as needed.
- **Increased Opportunities** - Marketing automation utilizes technology that generates, nurtures, scores and qualifies leads, which is essential to having a profitable and interested group of

qualified leads. Marketing automation tailors communications based on the contact's profile, level of interest, behavior or place in the buying process with multi-touch marketing. You can then more easily transition your qualified leads to purchasing customers. You can also be sure that compliance is a priority as Intelliverse emphasizes CAN and CAN-SPAM. Since it is nearly impossible to contact each lead individually and provide them with the attention they deserve, you can rely on marketing automation to appropriately reach out to your leads and determine who are the most qualified and therefore deserving of the "qualified prospect" status.

- **Better Outcomes** - In order to provide your company with the best qualified leads, Intelliverse incorporates results-oriented strategies like an email click map and A/B testing. An email click map can determine where your soon-to-be qualified prospects are most active and what grabs their attention. A/B testing relates to content over layout through the discovery of what resonates best with your leads. These measures allow Intelliverse to analyze various marketing messages and value propositions so your company can determine the most effective strategies for getting qualified leads and customers.
- **From Start to Finish** - Utilizing Intelliverse's services eliminates the hassle associated with the sales prospecting process so that you can focus on the last and two most important stages. Your company can remove the need to complete repetitive tasks and instead focus on conversion. The thorough strategies Intelliverse utilizes in the first three stages along with your company's increased efforts on the last two will give you the opportunity to accomplish the most important objectives - seeing an increase in qualified prospects and boosting overall sales prospecting results.

### Sales Acceleration

- **What is Sales Acceleration?** - Sales acceleration software was created to speed up the process in which you receive your qualified prospects by delivering more opportunities in less time. You will have more conversations with the right people at the right time while still having access to real-time visibility and management tracking. Sales acceleration also provides a three times increase in sales productivity by removing the need for heavy emphasis on the first three stages of the sales prospecting process. Sales acceleration includes many intricate and beneficial features, which are detailed below:
  - **Gamification** - Gamification is ideal for creatively boosting sales as it utilizes dashboards and leaderboards as a source of motivation. The dashboards and leaderboards incorporate real-time sales data so that you can create contests and games. The capabilities of these tools can create healthy competition amongst your sales team and therefore improves your company's overall outcomes.
  - **Reporting and Analytics** - Whether it's tracked calls, call dispositions or meetings, your entire sales team can readily access a wide range of data on-demand so you can improve upon your measures and increase sales. This information will assist you in the discovery of ways in which you can improve response time and implement a consistent outreach process.
  - **CRM Integration** - Intelliverse integrates seamlessly with CRMs, such as Salesforce.com and Microsoft Dynamics, enabling you to work smarter and faster by leveraging data and reporting in real-time. This is especially beneficial for companies with a heavy workloads as it provides

automated activity logging, which requires zero additional effort from salespeople and ensures accurate management data and reporting. **Click-to-Dial** - Not only does click-to-dial make it possible to call directly from a CRM, such as Salesforce.com or Microsoft Dynamics, but it automatically documents all calling activity on the platform. Your company can then track and receive reports. Click-to-dial is ideal if outbound calls are a sales prospecting staple for your company as you can have access to all of your calling data in one encompassing tool.

- **Local Presence** - Instead of turning off leads with international or blocked numbers, you can increase the amount of answered calls. Intelliverse uses local phone numbers for your various prospects so that you can boost the rates in which you connect by 30%. This strategy gives your company the ability to improve outbound prospecting and reduce lead aversion from toll and toll-free numbers.
- **ROI Calculator** - If you are curious how much revenue Intelliverse will actually provide your company with then you can check out the [ROI Calculator](#), which is located on the website. The calculator includes numbers regarding hourly dials per salesperson, live conversations per month and new revenue per month so you can compare your company's efforts with what Intelliverse can do for you.

## The Intelliverse Way

### *Fixing the Problem*

When the sales prospecting process becomes too much to handle, reaching out to Intelliverse can not only reduce your workload, but can improve your results. Intelliverse's services and tools are capable of handling the most time-consuming tasks in a thorough and targeted manner so that your company can receive more qualified prospects who are ready to be transitioned to the fifth sales prospecting stage, profitable customer. Intelliverse emphasizes the entire lead generation process of finding, closing and nurturing sales leads so your company can appropriately meet your qualified prospects' needs and therefore convert more valuable and devoted customers.