openview PRESENTS

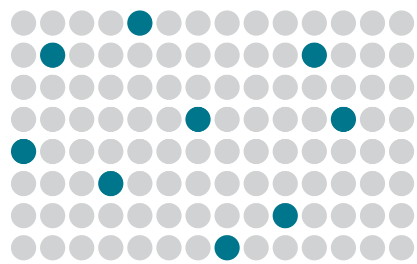
# ARE YOU READY TO LAUNCH YOUR LEAD GEN TEAM?

## 6 QUESTIONS TO ASK BEFORE YOU DO

# 1 DO YOU UNDERSTAND WHAT YOUR TOP TARGET SEGMENTS ARE?



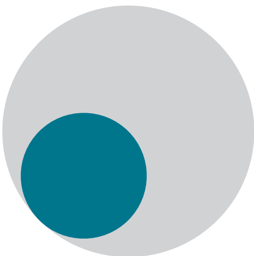
**MAP OUT** the total market.



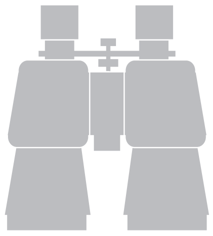
**IDENTIFY** the sweet spots.



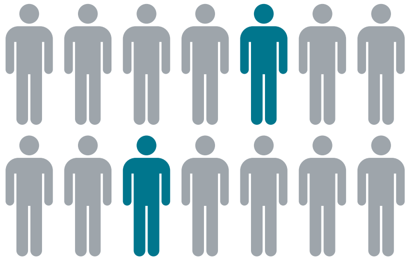
**DEFINE** the segments.



**SELECT** the segment based on competitive advantage.

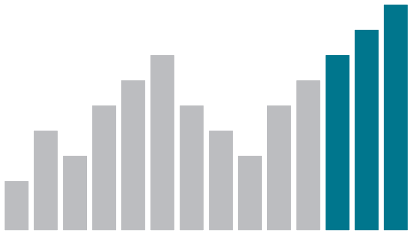


**SCOPE OUT** the competition.



**IDENTIFY** potential partners.

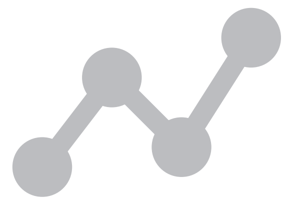
**DEVELOP** prospect lists for the selected segment.



**DEFINE** your revenue expectations.

# 2 CAN YOU CLEARLY DEFINE YOUR BUYER PERSONA(S)?

**DETERMINE** the pains and needs.



**RECOGNIZE** the business drivers.

**UNDERSTAND** the buying criteria and process.

# 3 DO YOU HAVE ALL OF THE RIGHT TOOLS?

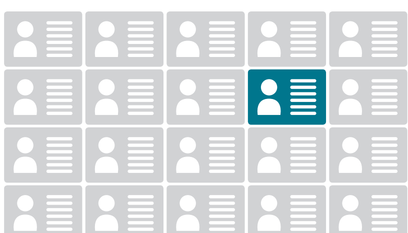
**CONVERSATION GUIDE:** clear value proposition, pains, and solutions.

**E-MAIL TEMPLATES:** first, second, and third attempts, and nurturing.

**PERSONA GUIDE:** overview of each buyer persona.

**ATTENTION GRABBERS:**

- the return on investment that customers have had with your solution.
- analysts' statements about the technology and its adoption.

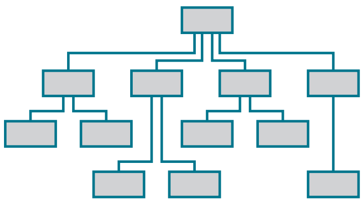


**EXAMPLES:** relevant, credible, and referenceable customers.

**COMPETITOR INFORMATION:** strengths and weaknesses for use if brought up in conversation.

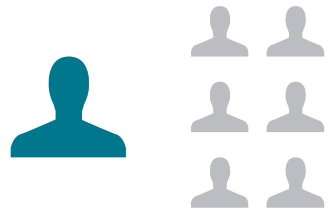
**LIST:** common objections and rebuttals.

# 4 HAVE YOU CONSIDERED EVERYTHING IT TAKES TO BUILD A TEAM?

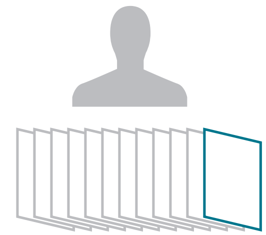


**HOW WILL YOU STRUCTURE** your team? How many outbound callers will you need to hire?

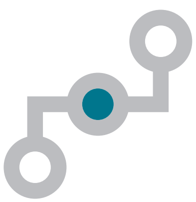
**WHO WILL LEAD** the team? Will you hire someone new or move someone internal into the role?



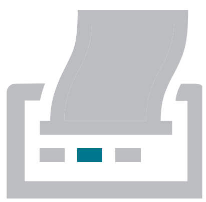
**WILL YOU HIRE AND TRAIN** the manager before your lead qualifiers start?



**WHO WILL ASSEMBLE** the asset packages and training materials?



**WHO WILL DEFINE** the goals, metrics, and compensation structure?

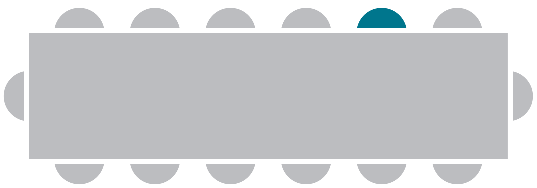


**WHO WILL GENERATE** the lead lists?

**WHO WILL SET UP** the CRM to support the team and its processes?

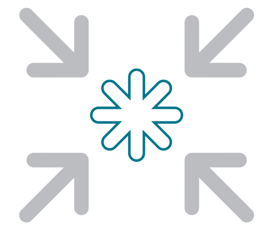
**WHERE WILL THE TEAM SIT** and what supplies will they need to do their job?

# 5 DOES YOUR MANAGER HAVE THE BANDWIDTH TO DO EVERYTHING IT TAKES TO LEAD A TEAM?



**MEETINGS:** leading weekly retrospectives and one-on-ones with team members, as well as daily kickoffs.

**CRM COMPLIANCE:** ensuring that information is being diligently logged in the CRM.

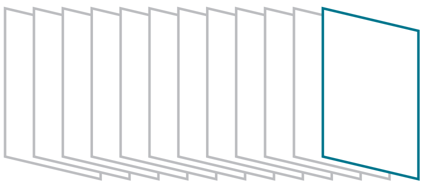


**SEGMENT FOCUS AND SELECTION:**

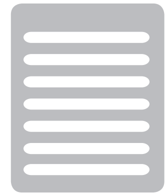
- examining penetration of target segment.
- determining future segments and building customized asset packages.
- sourcing new leads.
- executing a relationship marketing strategy.

**CALL SHADOWING:** facilitating the adoption of assets and messaging.

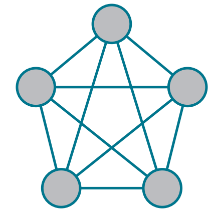
**MOTIVATION:** creating contests to keep the team engaged.



**ASSET CREATION:** improving assets for the current segment, reviewing progress against the segment, and crafting assets for upcoming segments.



**REPORTING:** communicating successes and impediments to senior management, and sharing reports and dashboards.

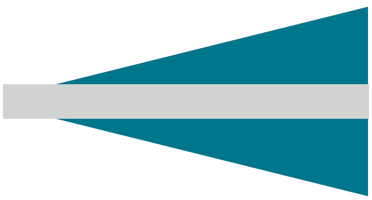


**INTER-TEAM COMMUNICATION:** talking with sales reps to make sure that all opportunities are legitimate and taking place.

**HR:** training new lead qualifiers, conducting quarterly reviews, creating progress plans for under-performers, and ensuring that you always have top talent.

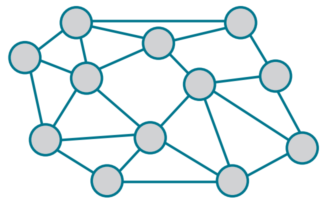
**ANALYSIS:** looking in the CRM to determine individual and team performance, lead penetration, and conversions.

# 6 DO THE BENEFITS OUTWEIGH THE COSTS?

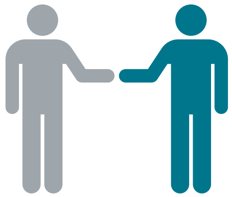


**INCREASED** pipeline.

**INCREASED** revenue.



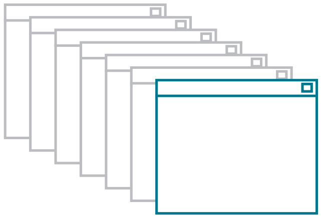
**MORE TOUCH POINTS** within the target segments.



**BETTER UNDERSTANDING** of the target segments.

**SALARY PER LEAD QUALIFIER:** $$$t + benefits.

**SUPPLIES:** including computer, headset, and phone.



**SUBSCRIPTIONS:** to CRM and others.

**TIME:** the investment can be significant.

To find out more, including tips for developing a customized outbound prospecting strategy and details on the best metrics for tracking your prospecting efforts, check out OpenView's eBook, "Building Your Sales Funnel: How to Create an Outbound Prospecting Machine."