



## **SALES QUALIFICATION SERVICES**

### **The issue:**

Focusing resources and insuring accountability are key factors to success, especially in today's economy.

Marketing cannot afford to act on assumptions and gut-feelings, nor can they invest in projects without a clear understanding of their return on investment. The need to target specific customer segments and direct the Sales organization cannot be met by forwarding a list of customers, sorted by SIC's and geography. That is a general response to a specific need for **qualified sales leads**.

Sales people have no time to call on customers who maybe, someday, might, buy something. The traditional show-up and throw-up sales approach seldom works well. In today's economic environment, that generic sales approach is unaffordable and inadequate and, therefore, unacceptable.

Accountability and a clear return on investment are required; nothing less.

### ***Blind appointments: The generic approach.***

To address this challenge many companies have turned to lead generation and appointment booking agencies. These companies tend to follow a similar path as the marketing department. They search paid and public databases looking for potential customers who may be in the market for your product or services and begin cold-calling. For a fee, typically about \$200.00 each, they will book you an appointment. Their incentive is to book as many appointments as possible, little attention is given to the quality of those appointments. In the end, the cost of booking appointments is often reduced, but the productivity of the sales force is unchanged or reduced; this can have a negative impact on morale.

### ***Qualified appointments: The Aligned Marketing approach.***

We provide highly qualified leads using the following innovative process:

1. We contact executives at targeted customers as a third party conducting a short survey and, as an incentive, we offer a free whitepaper or ebook to those who take the time to complete the survey.

2. We design the survey so that the interviewees are being asked (1) do they have the kinds of problems or needs that your products and services solve, (2) do they have a plan that includes a timeline and budget to address those needs, (3) which providers are they considering, and (4) would they like us to follow up and arrange an appointment with a *leading provider* of that product or service.
3. After one target customer's interviewee completes the survey and gives positive responses to the preceding questions, we then contact other executives at that company to develop a triangulated profile that typically includes input from Sales, Marketing, and Operational leadership.
4. Our history shows that for every 100 of these highly qualified leads we provide, approximately 50 result in closed orders for our clients.

**The results:**

- ✓ Sales-force accountability: With the Aligned Marketing approach, Sales is now accountable for results since they are provided with highly qualified leads. Claiming that they do not enough time to make enough sales calls or that the leads they are given (from Marketing) are poor quality can no longer be given as the cause of poor performance.
- ✓ Marketing accountability: With the Aligned Marketing approach, Marketing is now accountable because the survey process produces a list of potential customers that have clearly stated a need for the products and services – the value – that Marketing defined as your brand.
- ✓ Better Market Sizing: Since we are able to talk to thousands of target customers at a reasonable cost in a relatively short period of time, we provide more reliable customer-based market sizing than is typically available from industry statistics and analyst projections, which tends to be based on backward-looking information provided by the government.
- ✓ Improved Revenue Projections: With better market sizing and more qualified sales leads, revenue projections become more accurate and dependable.

**Please contact Aligned Marketing today for a no charge consultation.**

***We do what you don't have time to do, don't want to do, or aren't able to do.***

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