

Problem Definition

The middle steps of the sales process are where potential business is identified for field sales forces to develop. This critical part of the sales funnel often receives little attention with raw leads passed directly into sales. The result is typically a low close rate and often results in abandonment of lead follow-up.

For organizations with a mature field sales force, this service provides the operating model and execution capability to flow well-qualified leads to sales. Key results:

- Establish lead and demand generation function
- Pilot and recalibrate the operation
- Deliver qualified sales leads
- Provide a model that can be subsequently insourced

Value Chain

Actionable Strategies enables an optimized flow of leads by focusing on lead generation and demand generation.



By applying Lean principles to each major element, the following results are driven:

- Maximize field sales effectiveness
- Prevent the loss of quality leads
- Remove non-viable leads from the sales funnel
- Increase in the flow of high-potential, qualified opportunities
- Eliminate cost (waste), increasing flow
- Create operating model to enable future success and growth

Lead and Demand Generation

Actionable Strategies will establish a lead generation function aligned to the buying cycle of the chosen target markets. We will operate this function solely or in tandem with the client, transferring operations internally if and when desired.

Key setup activities often include:

- Targeting of prospects
- Outbound messaging aligned to value proposition
- Database setup and enrichment

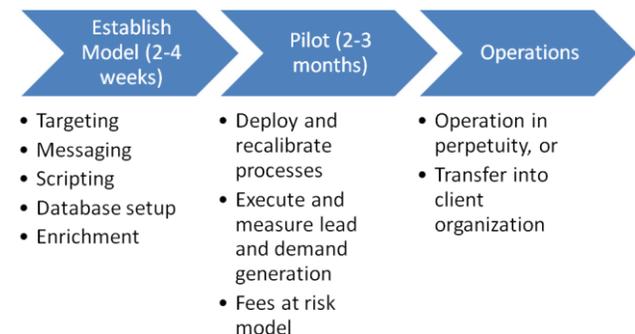
After setup, execution commences and is tracked with metrics and measures reported from a demand generation platform built on Salesforce.com. At the request of our clients, we will also work in any system they prefer.

Pricing Model

Actionable Strategies has tremendous confidence in our approach and abilities and will operate under a model where a portion of our fees are linked to the successful closure of business. Initial consulting and a small retainer are the only investment required. The remaining fees are a “pay for performance” model.

Solution Approach

Engagements are tailored to individual client needs but follow a basic structure. After initial setup, execution and recalibration occur. Transfer is optional and at the request of clients who do not want a perpetual model.



For more information, please contact your Actionable Strategies Account Manager.