

42 Touches: Effective Go-to-Market Strategies



diamond
marketing

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Agenda

- ◆ Funnel Overview
- ◆ How Did We Get to 42 Touches?
- ◆ Overcoming the Historic Divide Between Sales and Marketing
- ◆ How to Figure Out the 42 Touches You Should Do
- ◆ Becoming a True Trusted Advisor

Strong History with High-Tech Leaders and Compelling Start-Ups



COMPAQ



COMPUWARE

The Leader in Application Lifecycle Technology™



Microsoft

And hundreds of start-up, small and midsized firms looking to grow



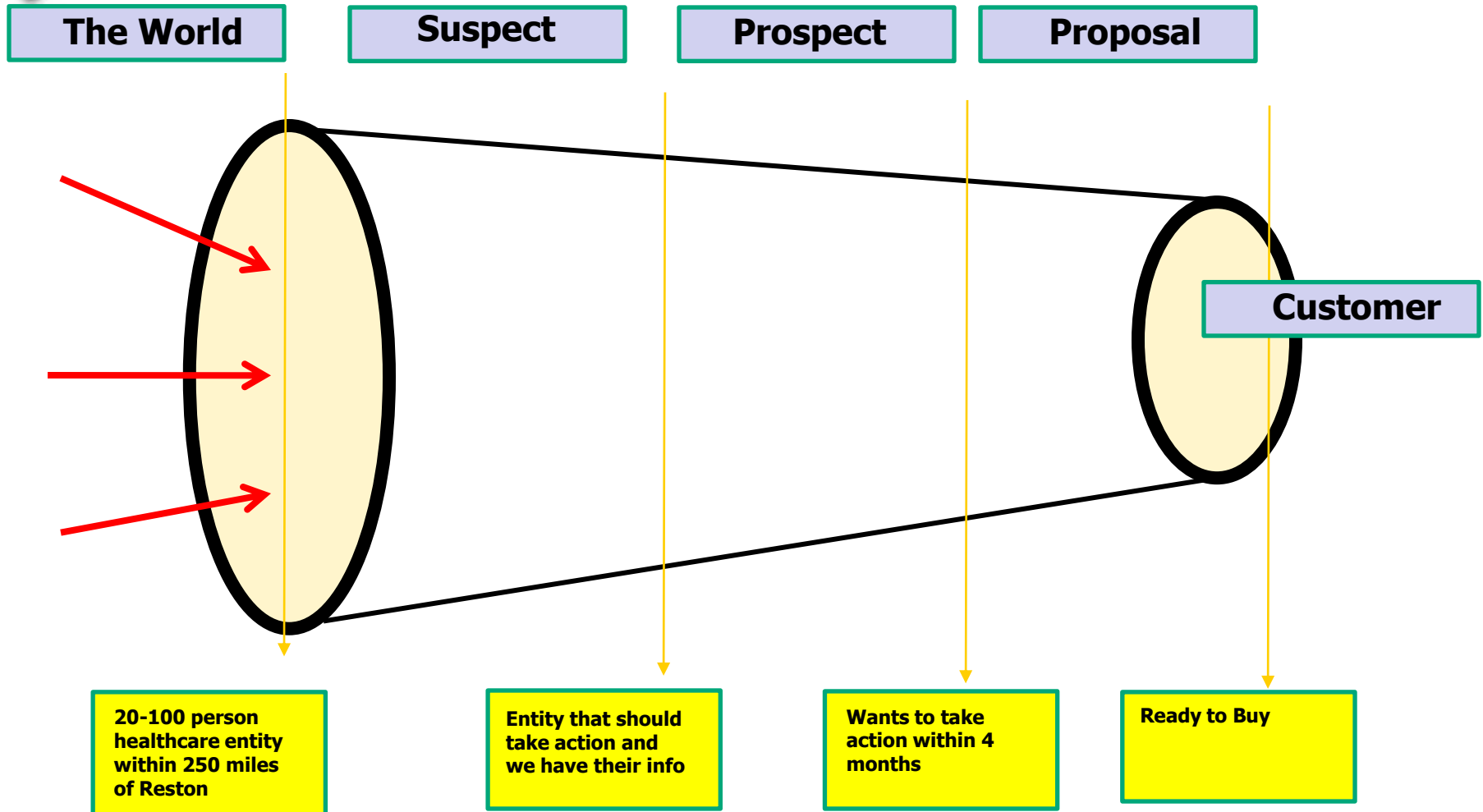
HOW DID WE COME UP WITH 42 TOUCHES



Using Marketing and Sales Touches Effectively Could Increase Sales

- ◆ Both existing and potential customers are more likely to buy if they have a relationship with the business
- ◆ Every time a customer comes into contact with the business a marketing relationship can be strengthened.
- ◆ Build Customer Relationships to Generate New Business
- ◆ Examples include:
 - ◆ Visit to the business website
 - ◆ Email received
 - ◆ Phone call from sales rep
 - ◆ Recommendation from someone else
 - ◆ Newsletter received
 - ◆ Meeting at a network event
 - ◆ Having a client meeting
 - ◆ Seeing an advertisement
 - ◆ Letter

The General Sales and Marketing Funnel We Will Use Today



Takes an Average of 5 Touches From "The World" to Suspect



"The more times people see an ad, the more likely it is to have an impact...but results seem to indicate that **a frequency of five impressions** per target is the most efficient." www.clickz.com

"**After five impressions** (the same person seeing your ad five times) response plummets." www.marketingsherpa.com

"Research has shown that it takes the **average consumer 5 impressions**, or viewing of your marketing before they start to feel as if they know you and trust you." www.reiclub.com

The World

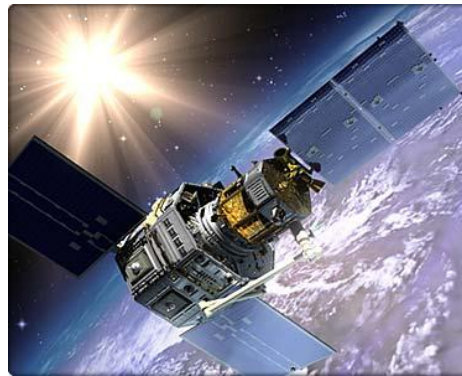
20-100 person
healthcare entity
within 250 miles
of Reston

Suspect

Entity that should
take action and
we have their info



Seven Vertical Markets in DC



Takes an Average of 7-13 Touches From "Suspect" to "Prospect"

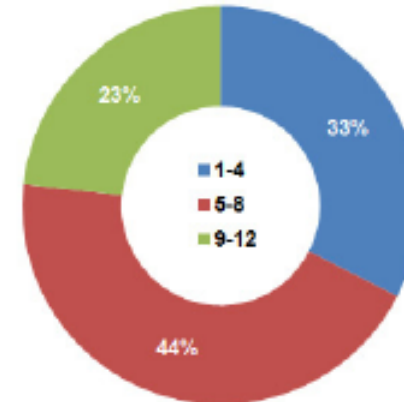


"Just look at the numbers: today it takes 3-15 touches to generate a qualified lead. That is NOT something you want your expensive, bag-carrying sales reps working on...you want them focused on closing business." *Craig Rosenberg, www.funnelholic.com*



Average # of touches	
SMB Focused	5.2
Enterprise Focused	7.0
Both SMB & Enterprise Focused	5.7

This is down slightly from 7 touches in 2009.



Suspect

Entity that should take action and we have their info

Prospect

Wants to take action within 4 months

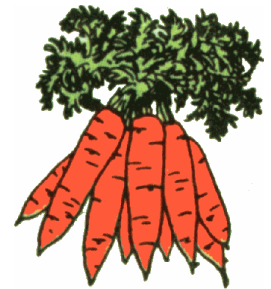
2010 Lead Generation Metrics & Compensation Report for Technology Companies



Build. Expand. Optimize. Sales Strategies



Get in a Room, Shut the Door, and Pour Through the Lists...and Linked In



Takes an Average of 9-13 Touches From "Prospect" to "Proposal"



"Unless you are reaching prospects with at least 9 individual touches during one contact cycle (the length of each cycle defined by the size of company and level of decision-making)...you are not achieving the results you could." *Dan McDade, PointClear*



"In today's economic environment, it can take as many as 16 contacts or touches to move a prospect to a customer." *Meridith Elliott Powell, www.mrpprofitstrategies.com*



"On average, it takes about 8 contacts or more with a prospect before a sale is closed." *Kim Gordon, Entrepreneur Magazine*

Prospect

Wants to take action within 4 months

Proposal

Ready to Buy

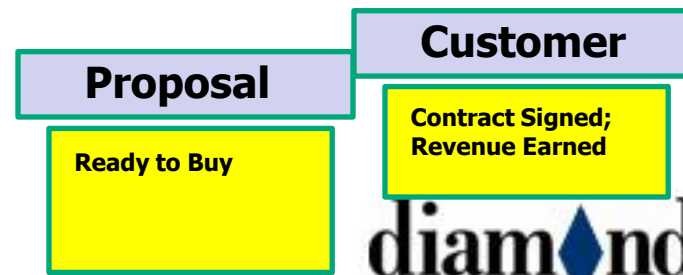
Might Take 8 Touches After Proposal Submitted to Win Deal



"Once you submit your proposal, there is more work to be done. There is more marketing, more nurturing of the relationship, and more showing what a pleasant and productive experience it would be to work with you." *From "You Submitted the Proposal. Now What?"; Ilise Benun.*



"A-B-C. A-Always, B-Be, C-Closing. Always be closing, always be closing." *Alec Baldwin, Glengarry Glen Ross*





42 Touches from Someone in "The World" to "Customer"

- ◆ From "The World" to "Suspect": 5
- ◆ From "Suspect" to "Prospect": 13
- ◆ From "Prospect" to "Proposal": 16
- ◆ From "Proposal" to "Customer": 8





Why So Many Touches?

◆ Good Reasons

- ◆ Poor timing
- ◆ Not everyone's in the office when you call
- ◆ People get a lot of emails
- ◆ Not everyone's ready to purchase when you call
- ◆ You're not their only priority
- ◆ Prospect priorities not set
- ◆ Prospect does not realize they have a need

◆ Bad Reasons

- ◆ Poor tactical execution
- ◆ You are really unknown
- ◆ Competition is throwing curveballs



What factors might increase or decrease the number of touches?

- ◆ You target early adopters - customer base requires more education or nurturing
- ◆ Your referral base is very strong
- ◆ You have very limited competition
- ◆ Very strong partnerships
- ◆ Pressing compliance or legal deadlines



First: Tie “marketing” to sales

- ◆ Marketing is about acquiring new customers and growing the ones you have (Zyman)
- ◆ Historic organizational divide must be overcome
- ◆ If your marketing activity will not generate customer behavior (buying), re-prioritize
- ◆ It’s about sales (or business development)
- ◆ Ensure domain expertise in verticals and communicate as such



So what do you do?

billboards teamed events Linked In
promotions sponsorships Public radio
kiosks telemarketing incentives speaking PR
banners behind planes SEO Facebook
NPR sponsorships reseller Twitter
stadium advertising motivation e-newsletters
email campaigns Direct mail seminars
webinars catalogs Print advertising
road shows

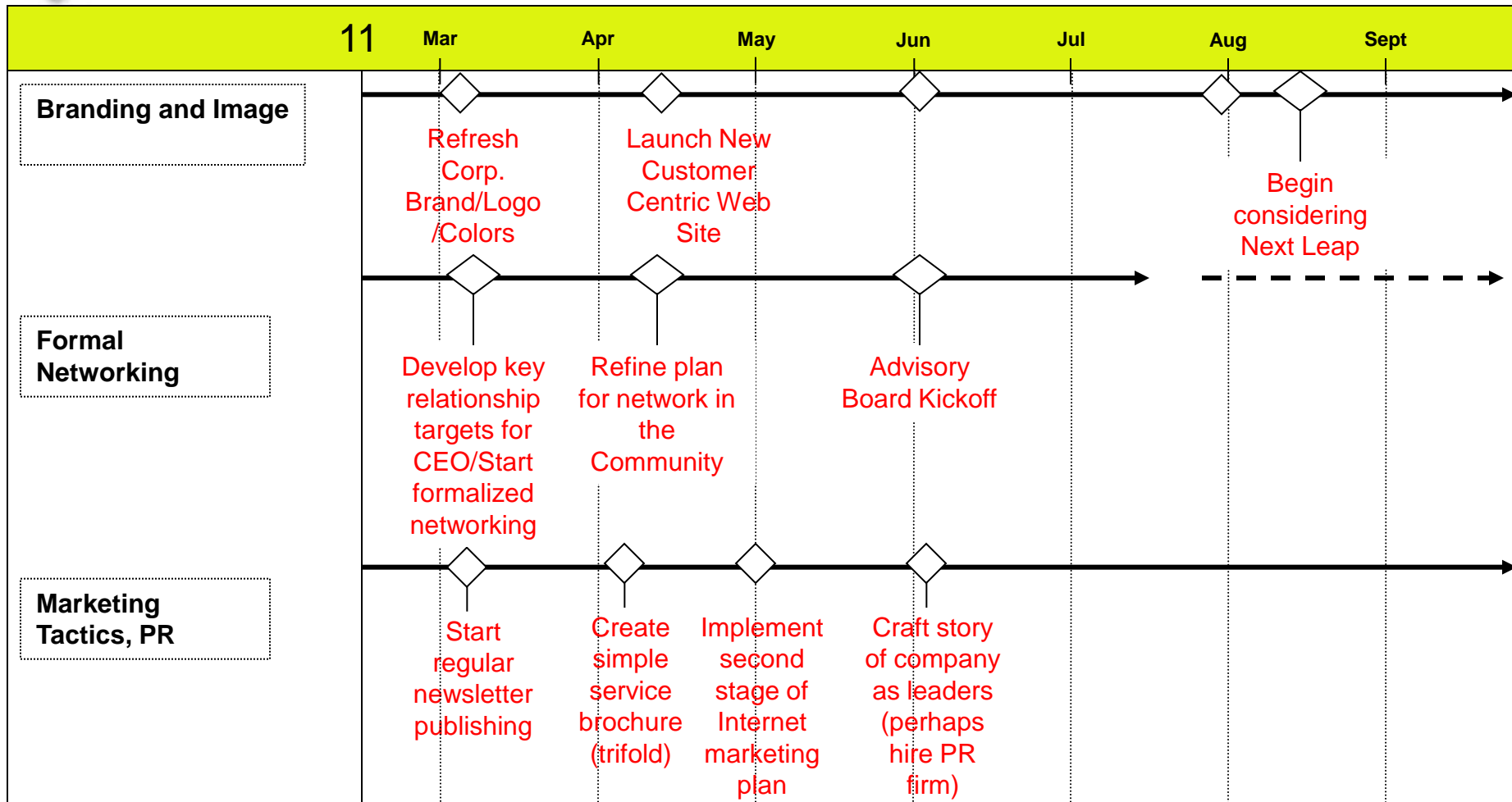


Second: Ensure Everyone's Marketing

- ◆ Leverage and partner
- ◆ Most important sales rep is the receptionist
- ◆ Company with 15 people has 15^n reps
- ◆ Everyone needs to market from 7am-12am
- ◆ Do you have to market traditionally?



Sample Near Term Execution Plan





EXERCISES

What Touches Are You Not Doing that You Should Do?



The World

20-100 person
healthcare entity
within 250 miles
of Reston

Suspect

Entity that should
take action and
we have their info

Prospect

Wants to take
action within 4
months

Proposal

Ready to Buy

A large yellow oval with a black border, containing several horizontal lines for writing. It is connected to the 'The World' column by a vertical yellow arrow pointing downwards.A yellow rectangular column with a black border, containing several horizontal lines for writing. It is connected to the 'Suspect' column by a vertical yellow arrow pointing downwards.A yellow rectangular column with a black border, containing several horizontal lines for writing. It is connected to the 'Prospect' column by a vertical yellow arrow pointing downwards.A yellow rectangular column with a black border, containing several horizontal lines for writing. It is connected to the 'Proposal' column by a vertical yellow arrow pointing downwards.A vertical yellow oval with a black border, containing several horizontal lines for writing. It is connected to the 'Proposal' column by a vertical yellow arrow pointing downwards.



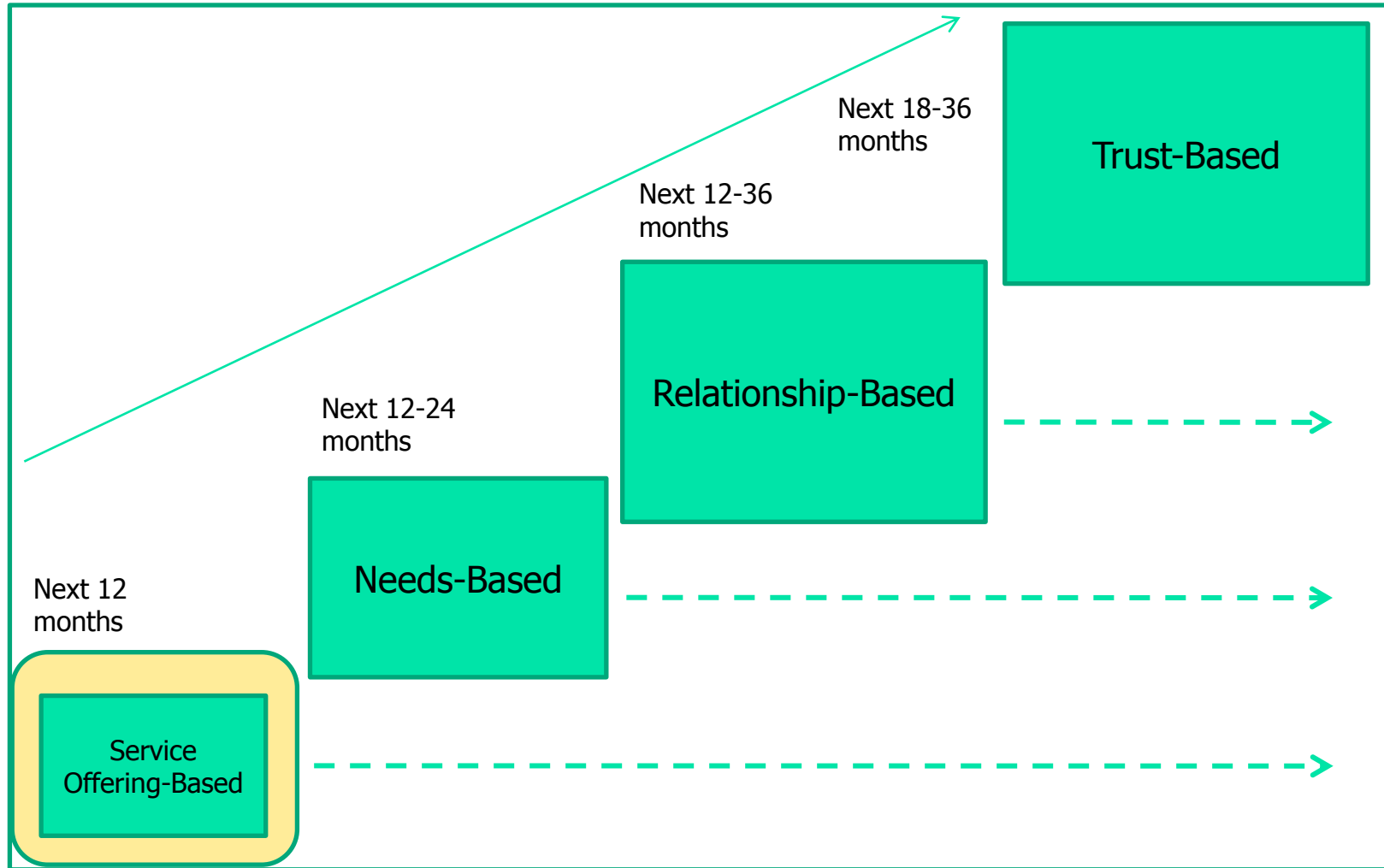
HOW DO WE TOUCH OUR CLIENTS AND BECOME TRUE TRUSTED ADVISORS TO THEM





Trusted Advisor Continuum

Breadth of Business Issues

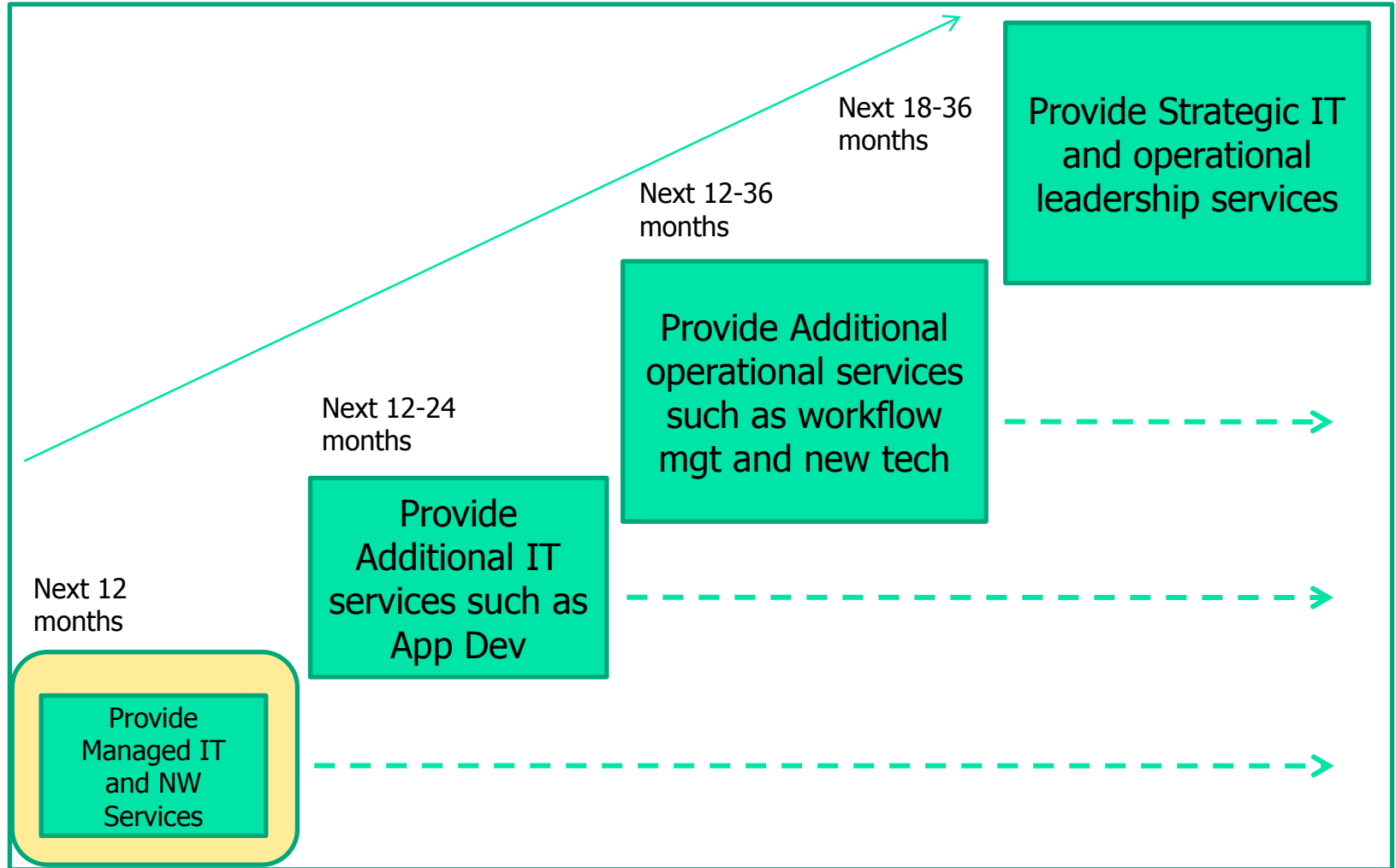


Depth of Personal Relationship

Trusted Advisor Continuum Example



Breadth of Business Issues



Depth of Personal Relationship



THANK YOU!
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