



# Most reps can't prospect. But neither can Marketing.

- The rep skill set to pursue and close opportunities is different to prospecting – good at one invariably means not good at the other
- But reps still spend as much as 60% of their available 2000 selling hours per year prospecting for leads (RPMG Revenue Performance Index 2015)
- 74% of CEO's think Marketing has missed the bus – too focused on “brand” (Fournaise Marketing Group)
- Over 80% of sales managers say they need more leads (RPMG Revenue Performance Index 2015)



# So most companies are chronically short of leads.

## Marketing Responses?

- Advertising? 50% of spend wasted – Google = consideration
- Social? Not consistent or reliable – easy to start, but very hard to run consistently and well
- Email marketing? Un-read newsletters, opt-outs driven by low value content, fizzle out eventually
- 80% of collateral unusable by sales reps (SEC Challenger Sale)
- Rep & prospect time wasted by meeting too early in the sales cycle because of poor / non-existent qualification by Marketing
- Prospects do go on and buy – but from someone else (poor lead nurturing by Marketing)



# Sales tries to fill the void.....

## Sales Responses?

- Hire more reps? Expensive, long lag time to productivity, 61% don't make target
- More sales training? 80% of skills forgotten within 30-45 days (Sales Executive Council 2015)
- Spend even more on CRM? According to Aberdeen Research 80% of installs fail due to poor change management and lack of attention to process)

## What to do?



# Sales Nirvana....

## An RPMG *Lead Nurturing Program* .....

- Pre-qualified leads delivered to your reps
- Buyers who now feel they have the pain you solve
- Think you are a credible source of help solving that pain
- Are ready and open to a sales conversation
- All for less than the cost of a few unproductive sales or marketing people!



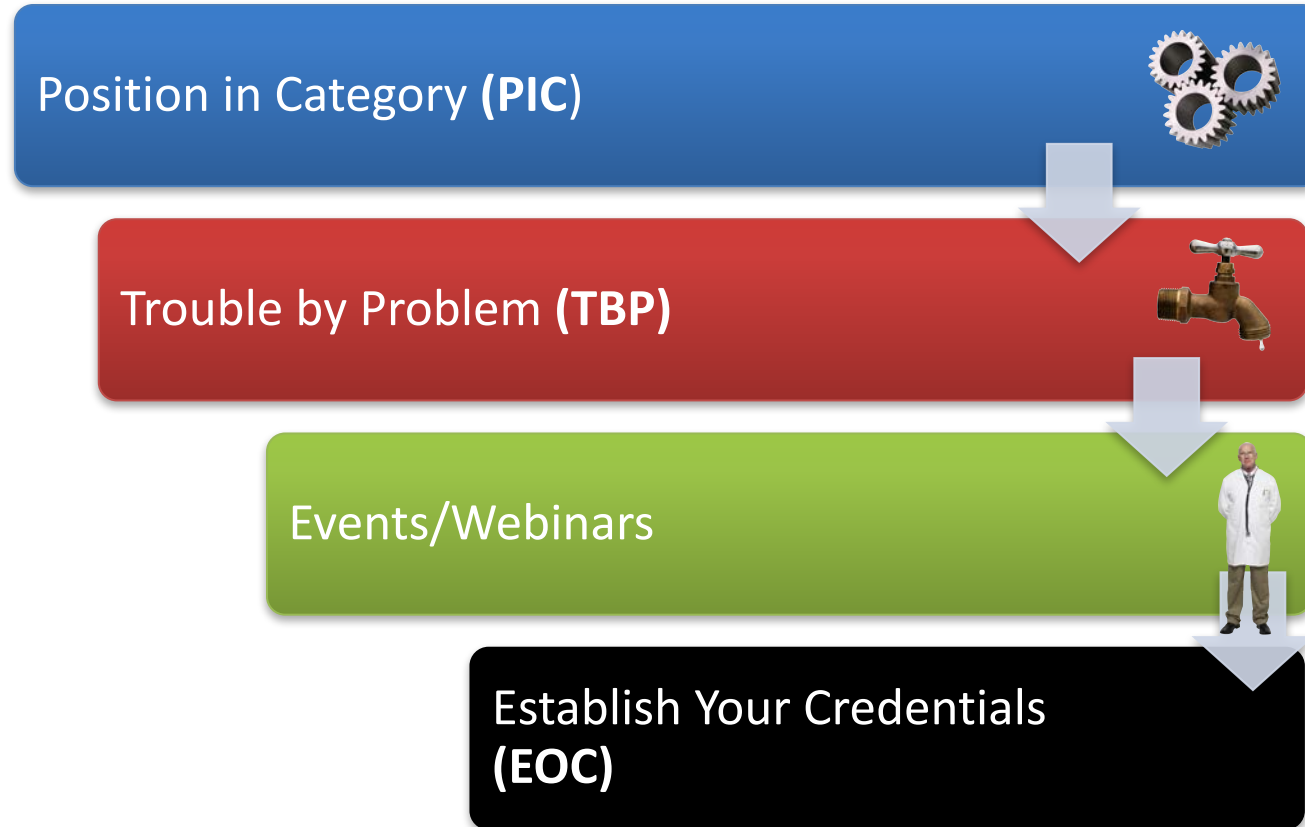
# How does it work?

## *An RPMG Lead Nurturing Program*

- Initial Risk Assessment and Consulting to understand your buyers, markets, offerings, competition and process
- Workshops / webinars lock in key issues and objectives
- We build end-to-end system
  - Content, emails, automation, landing pages, measurement, marketing automation, measurement and reporting, recycling of leads who “leak”
- You supply “opted-in” emails (or we do for you – optional)
- Hit the GO button....
- Knowledge transfer / hand over to you ASAP – or run for you if you wish



# Lead Nurturing Services



We progress buyers along their journey to want to buy from you...

Until they're ready to talk to a sales person



# A Full Program Flow

Lets look at just  
1 x step

## TOF Program - TRACK 1: Position in Category (PIC) Goal = 1 Download



## TRACK 2: Trouble by Problem (TBP) Goal = 2 Downloads



## Event Program - TRACK 1: Workshop/Webinar (Event) Goal = 1 Attendance



## TRACK 2: Establish Our Credentials (EOC) Goal = 1 Download



## HANDOVER: as Marketing Qualified Lead (MQL)



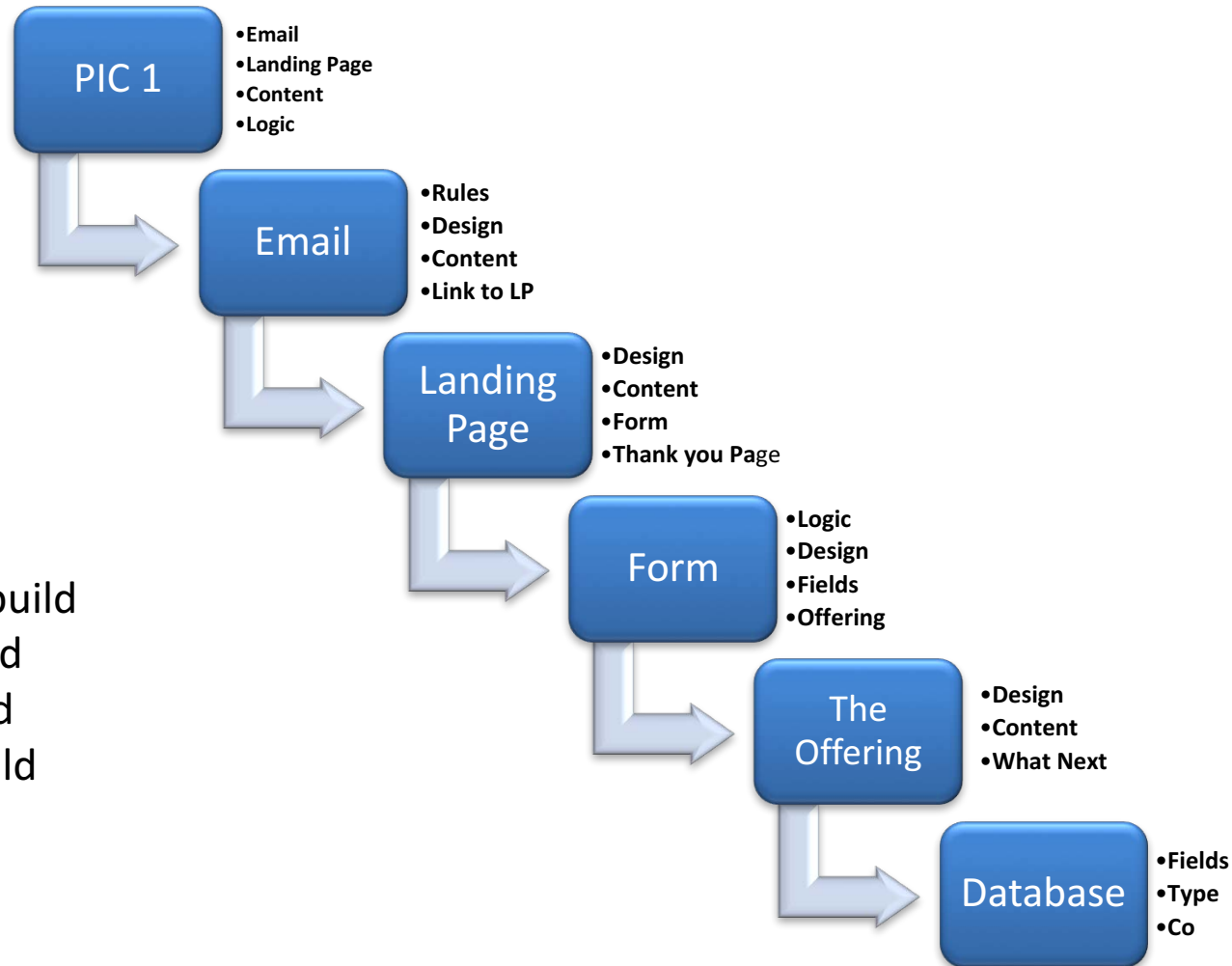


# Amazing complexity in each step in the program

## Track 1

### PIC 01

- Content build
- Logic build
- Data build
- HTML build



# The Program Process Flow

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## HANDOVER: as Marketing Qualified Lead (MQL)




**TOTAL PROGRAM ELEMENTS:**  
All this adds up to...



# Total Program Elements

## A Basic Program Contains these Elements:



117 Decisions Points

110 Database entries

60 Survey Questions

60 Steps

47 emails

32 Tracks

20 landing pages

10 Forms

10 whitepapers

4 funnels

1 Database

471 Elements

And yes, you can buy Marketing Automation software to help with this.

But in addition to the software you will also need....



# Total Program Elements



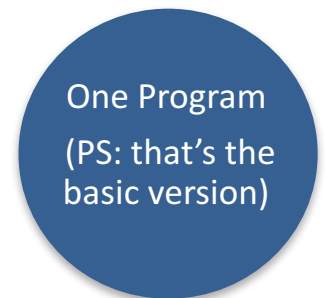
471 Elements



## Requires these Skills



7+ Skillsets



# The Service Offering

## Core Inclusions:

- Lead Generation Strategy (Diagnostic / Pre-Work)
- Leader Generation Workshop
- Lead Generation Action Plan (24-36 months)
- Content Audit & Tagging
- Gap Analysis
- Content Framework
- Content Creation & / or Guidance
- Approval Process Management
- Program Logic Design
- Marketing Automation system selection
- Software Licensing (Marketing Automation)
- Program Implementation (471 elements)
- Content Matching
- Reporting & Analysis
- Ongoing Refinement

## Optional Extras:

- Find New Names
- Content Packs



# Three Easy Standard Options



Way Better  
Than Most

## Level 1 Program

Content (6-8x)  
Monthly Analytics &  
Reporting

From \$5k PM

WILDLY POPULAR

## Leaps & Bounds

### Level 2 Program

Feeds 10-50 Sales  
Content (10-15x)  
Weekly Analytics & Reporting

From \$10k PM

Try &  
Keep Up

### Level 3 Program

Feeds 50+ Sales  
Content (+20x)  
Real-Time Analytics @  
Reporting

+ \$15k PM



# RPMG

## Building Sustainable Lead Generation Engines



**RPM GROUP INTERNATIONAL**  
Revenue Performance Management