Sales in the Digital Transformation Era
How many of you respond to your leads?
Yeah, not that many.
We TESTED you.
What we did.
Informal Experiment.

Contacted 172 companies attending this conference via their web forms (form submitted by a CxO).
**Goal:**

Measure what responses we got.
Conclusion:

Many of you are missing prospects trying to buy from you.
Responses to our request for info.

⚠️ 70% Of the companies we contacted DID NOT RESPOND to our inquiry.

* Email does not include automated responses.
Of those that did follow up ...

12%

Of the responses took place within **30 MINUTES** of our inquiry.
Uneven Cadence of Responses = Lack of Process.

- **Response activity died.**
  Response activity died down after the day of the first response.

- **No additional contacts.**
  Only one company reached out to someone else in the company beyond the person listed on the web form.

- **No response.**
  In some cases, there was no response despite filling out a long form.

- **Keep trying.**
  Only five companies, less than 3% of total, called more than one time.
So What?
The odds of calling and connecting with a lead decrease by over 10 times in the first hour.

The odds of qualifying a lead in 5 minutes versus 30 minutes drop 21 times.

And from 5 minutes to 10 minutes the dial to qualify odds decrease 4 times.
Want to see how your company did?

Visit us In the Rainbow Tower, Suite #1612
or at our Happy Hour Tuesday.

Scan to text us & book some time!
Universe of your ideal customers

- Industry
- Size
- Location

Universe of your ideal decision makers

- Titles
- Seniority Levels

In this universe, what makes a great target?

- Technology Vendor Used
- Growth Rate
- # of Locations
- Number of People with specific titles - VP, Data Center, Facility Manager, Data Center, etc.
Now you can start looking for signals

- Company in my ICP visited key page on my website
- Company in my ICP is increasing research on my competitor
- Company in my ICP is increasing research on my products and services
- Company in my ICP just hired a new CIO, CTO, VP, Infrastructure
- Company in my ICP just hired a previous champion of mine
Play #1: Intent Spike → Automated Campaign

Intent Spike

When prospect in my ICP spikes on intent for Data Center Architecture source 10 core persona contacts start Email, Display Ad, Call Campaign
When prospect in my ICP hires a new CIO, CTO, Data Center VP, source 10 core persona contacts start Email, Display Ad, Call Campaign
When someone Leaves a Company and Lands At New Account

Discover up to 20 contacts within my buying committee and if the company is not in my Hubspot then Export Contacts to Automation and update Duplicates then Assign to Steph Pennell then

Enroll in the Champions Left Salesflow
Data allows for efficiency and headcount control.
There’s more we can do.

Make **GTM** YOUR strategic advantage.
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