



MARKETEERS

# Optimize Your Sales Team Follow-Up 5 Essential Strategies

Part of the series:

**Filling the Sales Lead Pipeline for Your Company**

*The Tactics and Tips to Get You There*

**We will start momentarily**

# Jeff Holmes

- CEO & Creative Director, 3marketeers
- Leads the demand generation team within the agency—currently running B2B lead generation programs in 93 countries, 21 languages
- Leading Silicon Valley marketing and demand generation agency for 37 years



# Beryl Israel

- Vice President, Client Services, 3marketeers
- Extensive PR, Channel and Content background
- Leads the Account Services team on account planning, content creation, creative, lead generation, demand generation, media, and branding initiatives



# 47% of B2B Marketers are struggling to meet their goals this year.





**73%** of teams with **complete sales and marketing alignment** report meeting their goals so far this year.



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# 1 | The Importance of Timely Follow-Up



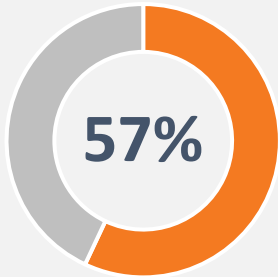
**50%** 50% of buyers go to the vendor that replies first.

**8x**

Prospects are **8x** more likely to engage if you follow-up within **5 minutes**.



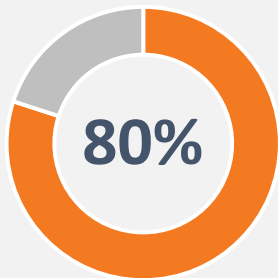
**< 1%** of inbound leads are engaged in **under 5 minutes**.



**57%** of companies are contacting leads after more than a week has elapsed.

**44%**

Of Sales people give up after 1 follow-up.



**80%** of sales people give up after 3 attempts for contact.





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Real-Time Lead Alerts

# The Problem With Traditional Lead Alerts

Lead Data is **Extremely Limited & Outdated**

1	A	B	C	D	E	F	G	H
1	Lead	First Name	Last Name	Company Name	Email	Phone	Job Title	Job Function
2		Uthaya	Nidhi	Upper Canada Soap	email@company.c	408-555-12125	Manager, Information Technology	IT
3		Perry	Yao	ADN	email@company.c	408-555-12125	Director, Information Technology	IT
4		Jermaine	Chung	ACCES Employment	email@company.c	408-555-12125	Manager, Information Technology	IT
5		Brandon	Denton	Ontario One Call	email@company.c	408-555-12125	Director, Information Technology	IT
6		Brady	Allin	Standards Council of Canada	email@company.c	408-555-12125	Director, Information Technology	IT
7		Steven	Sherwood	Canadian				
8		Santosh	Chauhan	Westmont				
9		Patrick	Chin	Terrestria				

10	I	J	K	L	M	N	O	P	Q	R
10	Job Level	Industry Type	Employee Size	Revenue Size	Address1	City	State	Zip Pos	Count	Asset
10	Manager	Manufacturing	51-200 employees	\$1 million to \$50 mi	5875 Chedworth	Mississauga	Ontario	L5R 3L9	Canada	Protecting Against Compromis
11	Director	Financial Services	10,001+ employees	\$1 billion +	20 Bay Street Wa	Toronto	Ontario	M5J 2N8	Canada	5 Ways to Stop Business Emal
12	Manager	Non-profit Organization	51-200 employees	\$1 million to \$50 mi	489 College Stree	Toronto	Ontario	M6G 1A5	Canada	Protecting Against Compromis
13	Director	Public Safety	51-200 employees	\$1 million to \$50 mi	104 Cooper Dr Ste	Guelph	Ontario	N1C 0A4	Canada	5 Ways to Stop Business Emal
14	Director	Government Administra	51-200 employees	\$1 million to \$50 mi	55 Metcalfe Stree	Ottawa	Ontario	K1P 6L5	Canada	Protecting Against Compromis
15	Director	Performing Arts	51-200 employees	\$1 million to \$50 mi	227 Front Street E	Toronto	Ontario	M5A 1E8	Canada	5 Ways to Stop Business Emal
16	Director	Hospitality	51-200 employees	\$1 million to \$50 mi	5090 Explorer Dri	Toronto	Ontario	L4W 4T9	Canada	Protecting Against Compromis
17	Director	Nuclear Electric Power	51-200 employees	\$1 million to \$50 mi	2275 Upper Midd	Oakville	Ontario	L6H 0C3	Canada	5 Ways to Stop Business Emal

- Limited to contact details, company, asset downloaded
- Weekly or monthly notification via CSV, Excel file

# What Do Real-Time Lead Insights Look Like?

## Real-Time Marketing Qualified Lead Alert

John Prospect at Acme Corp

[View Lead Insights](#)

### Get to know John Prospect

**John Prospect**  
Director of Information Services  
Acme Corp

Submit Lead Response

- 1-530-555-3456
- 1-555-867-5309
- john.prospect@acmecorp.com
- 1144 Applegate Road  
Huntsville, AL 35649

**Lead Insights**

John Prospect is a seasoned information security professional with over a decade of experience in both public and private sectors. Currently serving as the Director of Information Security at Foundation Medicine, he has progressively advanced through various roles within the company since 2015. His expertise spans ... [More Lead Insights](#)

**Recent Visits**

Visit Date: **08/28/24**  
2:00 PM PST for 10 min.

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- [Whitepaper - The Business Value of Migration](#) 7 min., 10 sec.
- [Infocenter - AWS and Accenture Connected Construction](#) 2 min., 50 sec.

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Visit Date: **09/14/24**  
6:00 AM PST for 12 min., 47 sec.

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- [Webinar - Deploying and retiring infrastructure](#) 6 min., 13 sec.
- [Infocenter - AWS and Accenture Connected Construction](#) 6 min., 34 sec.

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**Last Source**  
12-5-23\_Migration\_ContentSyndication\_Leads

**Your Performance**

Pending Leads: 1    Total Leads: 20

Average Response Time: **45 min.**

Opportunity Posted: **\$1,000,000**

Review All Leads

**Sales Top Performers**

Average Response Time

1	Jim Sales	1 min.
2	Jane Sales	9 min., 47 sec.
3	E...	38 min.

**Company Details**

- 6399 San Ignacio Ave  
San Jose, CA 95119
- 408-293-3233
- www.acmecorp.com

View Company Insights

**Company Insights**

Acme Corp, founded in 1911, is a global leader in technology and innovation, specializing in cloud computing, artificial intelligence, and IT consulting. With a strong focus on research and development, Acme Corp continually pushes the boundaries of what's possible in areas such as quantum computing, blockchain, and ... [More Company](#)

**Recent Acme Corp News**

- August 13, 2024  
Are you using liquid biopsy to its potential? [Read More](#)
- August 8, 2024  
IBM and Palo Alto Networks join forces in AI-powered security! [Read More](#)

Next Step:  
"Sales Rep  
Click Here"

Sales Team  
Performance

Prospect  
Insights &  
Background

Company  
Insights,  
News and PR



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**3**

**Campaign Training &  
Accountability**

# Provide Awareness and Provide **Easy Access** to Materials

Provide Campaign Assets for Reference



Campaign Attribution & Opportunity Tracking



How to Follow-up Video and Next Steps



## Explore Sales and Campaign Resources

Download Campaign Assets

Watch Campaign Overview

Call Guide with Script

### More Resources

- [OLA Resources](#)
- [How to Upload to ACE](#)
- [MQL Best Practices](#)



**Next Steps: How to leverage Lead Insights to get more opportunities**

Play Video

# Track Performance of Each Sales Rep

## TOP INDIVIDUAL PERFORMERS

### TOP PERFORMERS IN RESPONSE TIME

Maria Chen

5.2 minutes  
5.2 min  
1.7 days faster than average

Mark Zill

2.6 hours  
2.6 hours  
1.5 days faster than average

Gloria Ramirez

23.5 hours  
23.5 hours  
16.3 hours faster than average

Maria Chen

550k  
71% of overall opportunities identified  
17 responses

Mark Zill

200k  
26% of overall opportunities identified  
22 responses

Gloria Ramirez

25k  
3% of overall opportunities identified  
16 responses

### IDENTIFIED OPPORTUNITIES

Amount	Opportunities
\$5,000	0
\$10,000	8
\$50,000	6
\$75,000	5
\$100,000	3

### RESPONSE BREAKDOWN

Type	Responses
Meeting	22
Conversation	14
Left voice mail	33
Spoke to admin	6
Referral	3

### NON RESPONDERS

Steve Gere

2  
66% of overall pending leads

Mike White

1  
33% of overall pending leads

Sales Follow-up

Opportunities & Outcomes

The Doghouse





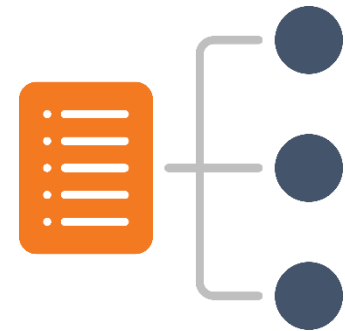
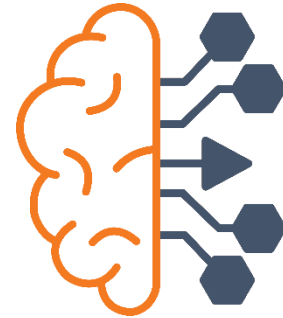
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# 4 | Prospect Insights



# Follow Up With Confidence

- **Lead Insights** for Prospect, delivered in real-time
- Prospect background, skill set, history and social media
- **Company Insights** for Company, News & Competitors
- Follow-up emails prebuilt for Sales Reps to respond




# Lead Insights: Background & Social Media

Prospect  
Insights &  
Background

Prospect  
Social Media  
& Interests

Job History  
& Experience

John Prospect from Acme Corp
Send Message



**John Prospect**  
Director, Information Services  
Acme Corp

Active [Unsubscribe](#)

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Individual Contact:

- 1-530-555-3456
- 1-555-867-5309
- john.prospect@acmecorp.com
- 1144 Applegate Road  
Huntsville, AL 35649  
US
- [linkedin.com/in/johnprospect](#)

Job function  
Director

Twitter / X  
[x.com/ACMEcorp](#)

Facebook  
[facebook.com/ACMEcorp](#)

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Owner  
**Jeff Holmes** (3marketeers)

Source  
12-5-23\_Migration\_ContentSyndication\_Leads

Date Added: May 6, 2024      Last Modified: Aug 21, 2024

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**RECENT VISIT DETAILS**

Visit Date  
**08/28/24, 2:00PM**

Length of Stay  
**13 minutes**

Visit Details

- Webinar - Landing Page**  
5 minutes, 50 seconds

**John Prospect is a lead. See why.** ✕

**36 new alerts** for this lead are awaiting a response.

[Respond Here](#)

Most Recent Lead Alert Rule:  
**Asset Download (DL) B2B**

This prospect downloaded an asset in the Cloud Adoption B2B Lead Accelerator Program

Most Recent MQL:  
**Asset Download**

This person recently downloaded the asset called Using AI to Accelerate Cloud Adoption

### Lead Insights

**GET TO KNOW JOHN**

John Prospect is a seasoned information security professional with over a decade of experience in both public and private sectors.


Currently serving as the Director of Information Security at Acme Corp, he has progressively advanced through various roles within the company since 2015. His expertise spans across cyber security, risk management, and information assurance, supported by multiple industry-recognized certifications including CISSP and GIAC.

John's background includes significant experience in government agencies and consulting firms, demonstrating his versatility in applying security principles across different organizational contexts. His involvement in professional organizations such as H-ISAC and Infragard Boston, coupled with his educational background in Information Assurance, positions him as a well-rounded and knowledgeable leader in the field of information security.

**ADDITIONAL DETAILS**  Show Additional Fields


Stage Prospect	Value 5.0
-------------------	--------------

John reposted this • 3 months ago



It's a big day for Invitae. Today, we become part of the Labcorp to further support genetic testing and precision medicine and it's rightful place as part of mainstream healthcare

John posted • 5 month ago




Saddened to hear of the passing of Gary Koepke. He was truly one of the GOATS.

In 2004 I was coming off a decent run professionally when I got a call from a small Boston agency with an exclamation mark in their name. Modernistal was legend. The work oozed Gary's style and attitude. The unique mash-up of design, fashion, music, art and pop culture was nothing short of and thrilling.

I'm eternally grateful to have been around Gary's enormous talent. Keep sending out light and truth, mate.

John reposted this • 8 months ago



More of our ReThink work - We had the pleasure of assisting our partners at IBM with the introduction of their new AI services franchise for businesses, IBM ReThink, through a series of nine films.



# Company Insights: Details, Summary & News

Company Insights & Overview

Affiliated Companies

Competitors

Latest News & PR

## John Prospect from Acme Corp



John Prospect  
Director, Information Services  
Acme Corp

Active Unsubscribe

Individual Contact:

- 1-530-555-3456
- 1-555-867-5309
- john.prospect@acmecorp.com
- 1144 Applegate Road  
Huntsville, AL 35649  
US
- linkedin.com/in/johnprospect

Job function

Director

Twitter / X  
x.com/ACMEcorp

Facebook  
facebook.com/ACMEcorp

Owner  
Jeff Holmes (3marketeers)

Source  
12-5-23\_Migration\_ContentSyndication\_Leads

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May 6, 2024

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Lead Insights Activity Company Insights Alerts & Responses

Send Message

## Company Insights

### ACME CORP AT A GLANCE

Acme Corp, founded in 1911, is a global leader in technology and innovation, specializing in cloud computing, artificial intelligence, and IT consulting.

With a strong focus on research and development, Acme Corp continually pushes the boundaries of what's possible in areas such as quantum computing, blockchain, and cybersecurity. The company's mission is to help businesses and organizations harness the power of technology to drive positive change and improve operations.

ACME's vast portfolio of products and services, coupled with its global presence and partnerships, positions it as a key player in shaping the future of technology across various industries. The company's commitment to innovation is evident in its numerous patents and ongoing development of cutting-edge solutions like ACME AI and hybrid cloud platforms.

### [[COMPANY]] IN THE NEWS



August 13, 2024

## Are you using liquid biopsy to its potential?

Learn from a panel of experts as they share information and

### COMPANY SPOTLIGHT



Corporate Contact:

6399 San Ignacio Ave  
San Jose, CA 95119  
US

408-293-3233

www.acmecorp.com

linkedin.com/company/acmecorp

Company Tagline

The global standard of quality is ACME

Founded  
1985

Company Size  
500 - 999

Revenue  
\$100 - \$499.9 Million

Stock Symbol  
ACME

Industry  
IT Infrastructure

Specialties  
IT, Cloud Services, Cloud Migration, Server, IT Infrastructure

Additional Locations

400 Summer St  
Boston, MA 02210  
US

7010 Kit Creek Road  
Morrisville, NC 27560  
US

590 Madison Ave  
New York, NY 10022  
US

388 Phahon Yothin Road  
Phaya Thai, Bangkok City 10400  
TH

100 Bell Drive  
Sydney, New South Wales 2122  
AU

39 additional locations



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# 5 | Access to Resources

# Access to Resources for Follow-up:

**Battle Cards**, Call Scripts, Campaign Overview & Past Activities

Campaign Assets,  
Call Guides &  
Follow-up Training



Prospect  
Activities,  
History and  
Scoring



## Explore Sales and Campaign Resources


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Watch Campaign Overview

Call Guide with Script

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- [MQL Best Practices](#)



Next Steps: How to leverage Lead Insights to get more opportunities

Play Video

## Prospect Activity History

### Recent Campaign Activity Messaging

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Last Campaign Message Sent

Migration & Modernization - Scalable Lead Accelerator

08/09/24, 7:48 AM PST

---

Email Message Subject

Motivation for migration - important business drivers to consider. Extra long messaging for this campaign.

---

Last Campaign Participated

Migration & Modernization - Content Syndication

### Visit History

Start Date: 08/09/24

Total Visits	3
Total Page Views	3
Views per Visit	1
Total Visit Time	37
Avg. Visit Time	12

### Scoring

Relationship	Hot
Demographic Score	20
Campaign Score	47





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# Key Takeaways



### 1. **Timely Follow-Up:**

Following up within minutes of receiving leads to maximize conversion chances.

### 2. **Real-Time Lead Distribution:**

Instant distribution of leads greatly enhances Sales' response times.

### 3. **Sales Team Training & Accountability:**

Involving Sales in campaign training fosters alignment and ensures priority of resources.

### 4. **Comprehensive Prospect Insights:**

Detailed information about prospects/companies allows Sales Reps to “follow-up with confidence”.

### 5. **Sales Resource Accessibility:**

Battle cards and call scripts should be easily accessible.

## Tools We Use:



Partner Marketing Automation,  
**Real-time Lead & Company Insights**,  
sending emails, landing pages & reporting.



Prospect job history,  
experience, background and  
interests.



Prospect Contact Details,  
Intent and background.



Prospect Intent and Intent  
History.



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## Q & A

**Submit questions in the panel on the right side of your screen.**

For more information contact:

**Jeff Holmes**

CEO & Creative Officer

[jeff.holmes@3marketeers.com](mailto:jeff.holmes@3marketeers.com)

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**Beryl Israel**

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