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White Paper

Unlocking The Revenue Potential In Your Sales Opportunity Pipeline



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Unlocking The Revenue Potential In Your Sales Opportunity Pipeline

What marketing and sales can learn from your supply chain.

What if you lost track of 70% of the materials coming through your supply chain? Of course this wouldn't happen. You wouldn't let a loss like this occur because materials represent a substantial investment and are carefully tracked from purchase to production.

But what about the substantial investment in your sales opportunity pipeline? According to Gartner, more than 70% of leads generated into the pipeline are never contacted by sales, and the marketing investment in them is lost. Why? Probably for a reason like this:

“Well, our sales force is motivated and compensated to focus on making the numbers for the current sales cycle, not on building a pipeline of long term opportunities.”

The trouble is that various studies have shown that only about 11% of leads generated will purchase the product or service they are researching during your current sales cycle. More importantly, another 40% will make their purchase in the subsequent two to four sales cycles – long after their initial contact with you. These longer term leads represent an enormous reservoir of untapped revenue potential. This statement from a prominent B2B marketer represents the frustration felt by many organizations.

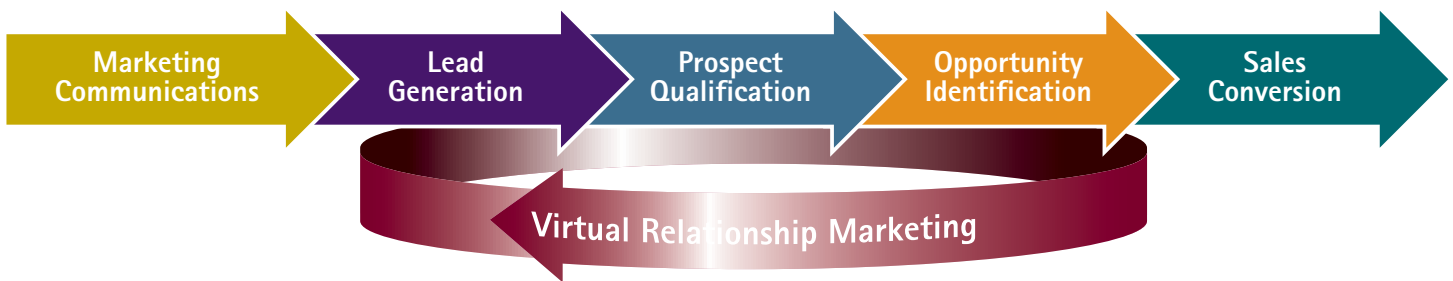
“We estimated that the combined loss of our marketing investment and untapped revenue potential from longer term leads was in the millions of dollars. We had to find an efficient and reliable way to cultivate relationships with prospects we already had in the pipeline so we'd know when they are entering the purchase stage and are ready to be handed off to sales.”

Over the course of time, your company has carefully crafted and automated a supply chain process that minimizes losses and maximizes profitability on the supply side of your business. Minimizing losses and maximizing revenue potential on the demand side of your business requires the same commitment. And it begins by optimizing and automating your sales opportunity pipeline.

Continued...

Optimizing and automating the sales opportunity pipeline

Optimizing the pipeline begins by analyzing your current marketing and sales process to identify gaps, then mapping the stages of a continuous and efficient process from marketing communications to sales conversion as shown below.



Pumping the pipeline is a process called Virtual Relationship Marketing (VRM). The purpose of VRM is to cultivate highly personalized relationships with prospects by communicating relevant information and offers designed to trigger qualifying responses and identify when prospects are ready to buy.

Automating the sales opportunity pipeline and VRM process to do most of the time-consuming work for you is vital because few marketing and sales people have time today for the constant personal contact required to cultivate and keep track of every prospect and customer relationship they are responsible for. Here's an example of what can happen by leveraging your marketing investment through VRM.

"Our sales people are no longer getting leads they ignore. Now they're getting qualified prospects with an immediate need for our solutions. And we're on track for double-digit growth primarily from leads we already had in the pipeline!"

Isn't it time to unlock the revenue potential in your sales opportunity pipeline? ■

To learn more, contact:

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