the amigos network

# PROFITABLE PIPELINES SERIES

## 01

# TRANSFORMING MQLS INTO SALES VICTORIES!

# INTRODUCTION

**The term 'Marketing Qualified Lead' (MQL) often sparks a mixture of hope and hesitation within sales teams.**

The process in question is meticulously designed to identify and filter both prospective and existing customers who demonstrate a certain degree of interest or engagement with marketing initiatives. This serves as an indicator of their readiness for direct outreach by the sales team.
However, despite it's seemingly straightforward nature, transforming this into actionable intelligence is far from simple. It involves a multifaceted and complex process with many components.

Sales professionals frequently grapple with the disparity between the quantity and quality of these leads, as not all MQLs are created equal. There's a persistent challenge in discerning which MQLs have a genuine potential to convert into sales and which ones might culminate in a dead-end. This can lead to inefficient allocation of time and resources, frustration on the part of sales teams, and a strained relationship between sales and marketing departments.

## De-risking the process

The investment in getting it right is also significant, with many sales and marketing leaders left scratching their heads at year end as to why the investment hasn't yielded a decent ROI.

## Bridging the Gap

When salespeople claim that a marketing lead isn't a "real" lead, their reasons often stem from discrepancies between what marketing and sales consider a qualified lead. This misalignment can lead to frustration on both sides.

To address these concerns and improve the quality of leads passed to sales, marketing and sales teams need to work closely together to define what constitutes a qualified lead. This involves agreeing on specific criteria such as budget, authority, need, and timeline (BANT), among others, and ensuring a smooth handoff process. Regular communication and feedback loops between sales and marketing can help refine lead qualification processes, align strategies, and ultimately increase the conversion rate of marketing leads into sales.

This honest, to the point, guide aims to dissect the complexities surrounding MQLs, illuminating the issues sales teams face and offering solutions to enhance collaboration of marketing and sales efforts to grow profitable pipelines.

# THE PROBLEM WITH MQLS – TOP 10 SALES CHALLENGES

| SALES CHALLENGE | PROBLEM | INCLUDED IN MARKET ACTIVATION™ | |
|---|---|---|---|
| **Lack of purchase intent** | No obvious intention to purchase, making them less of a priority compared to leads with clear buying signals. | Leads demonstrate visible intent through careful orchestration and reporting of engagement with content with hierarchial messaging, lead scoring and attribution | ✓ |
| **Poor quality information** | Incorrect contact information hindering the sales team's ability to follow up effectively. | Target data is sourced from already engaged DM buyers as well as market leading compliant sources. Our systems flag machine opens and link checks and exclude them until they are validated in other ways. | ✓ |
| **Not the decision maker** | No authority to make purchasing decisions, which means more effort is needed to reach the person who does. | Potential buying groups within companies identified up-front and included in dataset to support onward ABM. Systems allow sales to include additional contacts to be added to campaign flows automatically | ✓ |
| **Mismatched product interest** | Leads don't align with what the sales team is focused on selling, indicating a misalignment of interests. | We have a stringent up-front process aligning sales goals with marketing outreach to enable us to guarantee outcomes | ✓ |
| **Lack of engagement** | If leads do not respond to initial sales outreach, salespeople might consider them uninterested or not worth pursuing further. | Detailed intent markers are included in dashboards. If buyers are engaging with your content they're doing it for a reason so sales need to put in a call then notify the system provided what to do with it next. | ✓ |
| **Low lead score** | Marketing teams often score leads based on their engagement and behaviour. Sales teams might not view leads with low scores as serious prospects. | Low scores aren't serious prospects. Calculated content flows, lead scoring, reporting of dwell times and attribution are all required on an ongoing basis. Our leads clearly indicate intent levels | ✓ |
| **Untimely follow-up** | If there's a significant delay in handing off the lead from marketing to sales, the lead's interest may cool off, rendering them less viable. | Our systems are live and notifications immediate so there should be no delay. However, if this occurs, prospects will be re-stimulated and validated to assess their viability and intent | ✓ |
| **Inadequate pre-qualification** | Sales teams might feel that the marketing leads haven't been sufficiently vetted for their specific needs or interest level, requiring them to do more groundwork. | Qualification levels set at the outset through diligent alignment with marketing and sales goals to guarantee successful outcomes | ✓ |
| **Lack of customised content engagement** | Salespeople prefer leads that have engaged with content specifically related to their solution or pain points, indicating a higher level of interest and understanding. | Full funnel content delivered on a continual basis that report intent levels within our systems. | ✓ |
| **Industry or segment mismatch** | The lead might not belong to the target industry or market segment, making them less relevant to the sales team's current focus or strategy. | This is not an MQL that we would count in our guarantee. However, because buyers decide if they are interested, if they come to you we give you the option to follow them up or we manage them out. | ✓ |

# About Market Activation™

Whether yours is a single or two-tier sales model, we include everything needed to manage, nurture, report and measure engagement, all centrally managed for greater performance, accountability and control. Through our engaged buyer communities, we create lasting relationships based on what matters to your audience and what they want from you in return.

This unique, all in one, managed approach includes the essential components required in modern demand creation so we can manage and control your investment in one place. It ensure any performance meets your expectations by creating high-intent leads for better informed sales conversations.

| KEY FEATURES | INCLUDED |
|---|---|
| **Part 1: Business Readiness Audit**<br><br>Goals and go-to-market planning | Top level understanding of business and stakeholder goals. Agreement of SLAs.<br><br>Definition of the value proposition, competitor audit, point of difference, target data, average deal sizes, sales cycles, targets, performance measurement and guarantees, systems integration. |
| **Part 2: Market Activation**<br><br>Access to buyer communities | Fully managed content creation and delivery programme designed to deliver late-stage intent leads from our buyer communities<br><br>Structured full-funnel content (yours or ours), gap analysis, creation of all landing pages, emails, social, LinkedIn connections, CTAs inclusion in weekly newsletter to already established buyer communities. |
| **Part 3:Automated Channel Management™**<br><br>Stakeholder access to performance measurement and reporting | Fully managed enterprise-grade digital environment for reporting of lead intent.<br><br>Lead performance by individual, organisation and bias, contact details, lead status, call reporting, lead assignment, view of campaign assets, hosting and licenses, support and maintenance. Data provision, population and processing. Lead download/CRM integration. |
| **All this for partners too!** | Cost effective and scalable for multiple channel partners – co-branded |

**For more information** **please get in touch**