

LEAD- DESK

At your location



WHY THE LEAD-DESK?

If you invest a lot of money, time and effort into marketing activities for generating leads, you want to make sure that these leads are being followed up. The Paddls Lead-Desk is the bridge between Marketing and Sales, which hands over the right leads to your sales organization at the right time.

Because of the focus of Sales on achieving their sales targets, they often only pay attention to the most promising leads. Contacts that are still early in the sales cycle remain unattended. The result is that many potential customers are lost somewhere between Marketing and Sales. This not only costs marketing budget but also revenue. The Paddls Lead-Desk is the bridge between Marketing and Sales, which hands over the right leads to your sales organization at the right time. This way you will optimally benefit from the leads that your campaigns generate.

The Lead-Desk offers support to sales organizations that have already introduced a successful proposition, but where:

- Too few leads are converted into deals
- Marketing generated leads are not followed up by Sales for various reasons
- The sales cycle is (too) long
- There is no strong focus on lead nurturing, both online and offline

PADDLS HAS SALES EXECUTIVES WHO ARE TRAINED TO GENERATE, QUALIFY AND NURTURE LEADS. THEY HAVE A LOT OF EXPERIENCE IN THE IT SECTOR AND CAN THEREFORE GET STARTED FOR YOU QUICKLY.

OUR SALES PROFESSIONALS TRANSFORM B2B LEAD QUALIFICATION INTO A PROFITABLE BUSINESS PART THAT CONTRIBUTES TO YOUR COMMERCIAL OBJECTIVES.

WHAT IS THE LEAD-DESK?

BRIDGE BETWEEN MARKETING EN SALES

If you opt for the Paddls Lead-Desk, we will place one or more Lead-Desk Sales Executives at your location who are specifically trained for your organization. As part of your sales team, it is the specialty of these 'bridge builders' to develop, qualify and nurture marketing leads.

Leads generated through various channels are followed up by telephone or physically. This way the best opportunities are distilled from all leads. They are then handed over to your Sales Managers at the right time.

Ultimately, the Lead-Desk must ensure that invested marketing and/or sales budgets yield as well as possible. By converting leads to actual opportunities to sell products and/or services, your pipeline increases. This way you increase the visibility of Marketing, you get more return from the marketing budget and you generate more revenue.

BENEFITS OF THE LEAD-DESK

- Professional(s) at your office
- Qualify and nurture leads into sales opportunities
- Attractive sales pipeline
- Signal market developments
- Higher marketing ROI

Objectives

- Increasing marketing ROI
- Connecting Marketing and Sales
- Nurturing leads and qualifying them as opportunities for Sales
- Building sales pipeline
- Increasing efficiency and effectiveness of Sales
- Increasing turnover and result of your organization/business unit
- Bringing continuity and structure into the sales process
- Ensuring a 'closed loop' in the lead generation process
- Providing more insight into the market through 'profiling'
- Mapping DMUs for Account Based Marketing

APPROACH LEAD-DESK



The 8 steps

If you opt for the Lead-Desk, we will place one (or more) Sales Executive at your location. This Lead-Desk listens to your internal organization and customers, to gather knowledge about your propositions. This way it can approach potential customers in an appealing, substantive manner. In other words: the central person between Marketing and Sales who is in constant contact with your potential customer. An indication of the process:

1 SELECT

After assessing the assignment to be carried out, we look at which Sales Executives are eligible for you. Upon availability, our Sales Executives will be introduced to you via their resumes. This phase is concluded by contractual agreement.

2 FACILITATE

After choosing you request user accounts and mobile devices, so that our Sales Executive can optimally execute the assignment within your organisation.

3 INTRODUCE

Through your onboarding process our Sales Executive is briefed on the relevant propositions and presented to the employees directly involved.

4 DEFINE

When the Sales Executive has been installed, the targets and KPIs must be set for both Marketing and Sales, as well as your expectations of the Sales Executive with regard to those targets.

5 MAKE AN INVENTORY

Our Sales Executive will then list with you which MQLs and SQLs there are and which will be generated, where a follow-up action is needed and which conditions must be met for a handover. In addition, Sales is consulted on whether there is a target list of accounts with which they would like to come into contact anyway. These accounts are added to the assignment.

6 ACQUIRE

Via online and offline activities, the target groups are identified, profiled, qualified, nurtured, closed and reported to you via your systems.

7 DELIVER

When generating an opportunity, the handover to Sales takes place and the MQL is converted to SAL. Our Sales Executive registers this opportunity in your CRM with a marketing label.

8 EVALUATE

Together with the Sales Executive you evaluate a number of factors on a frequent basis: incoming leads, expected marketing leads, the status of the pipeline and current campaigns, how the cooperation with Sales proceeds etcetera. This evaluation is essential to be able to adjust in time and to guarantee the results. We recommend that you schedule this weekly to biweekly.

FEEDBACK FROM OUR CUSTOMERS

When you become a Lead-Desk customer, there is a very intensive collaboration with our Sales Executive. A collaboration that we continuously evaluate with you and adjust where necessary. This works both ways and that makes the partnership a full partnership.

The feedback we receive from our customers is that:

- Due to the deployment of the Lead-Desk returns of 1:40 to 1:70 in pipeline contribution are achieved. This means that every invested marketing euro comes back 40 to 70 times in the sales pipeline of our customers.
- The total sales pipeline is up to 50% larger.
- The closing percentages rise to 20%.
- Due to the continuous nurturing of target groups, the growth of the pipeline and the rising of the closing percentages, the pressure on Sales to meet the targets in the last months of the year is decreasing. As a result, the discount percentages that are sometimes given decrease, so that the total margin and therefore the result of the organization increases.
- Because of all this, Marketing becomes a more serious discussion partner for Sales and MT.

Feedback that naturally makes us very happy!

"PADDLS IS A VALUABLE EXTENSION OF OUR SALES TEAM. BECAUSE WE CAN SCALE UP QUICKLY VIA PADDLS THERE ARE MANY MORE CUSTOMER CONTACTS AND CONCRETE LEADS. WE HAVE ENJOYED THIS COLLABORATION FOR YEARS."

MICROSOFT NEDERLAND

"PADDLS UNDERSTANDS THE TOTAL DEMAND PROCESS WELL. THANKS TO OUR COOPERATION, WE ALREADY HAD A HIGHER PIPELINE VALUE AFTER SIX MONTHS, WITH MARKETING LEADS AS THE SOURCE."

SAP NEDERLAND

Our customers

We work for Microsoft, Google, Jabra and TinyEye, among others. They use the Lead-Desk for their own Direct Marketing activities or engage us to increase the return on their marketing budgets in the distribution and/or reseller channel.

If you want to know more about the results we achieve with these customers, we can put you in touch with them. Our website contains references from various customers.

GROWTH & DEVELOPMENT



At Paddls we believe in the development of our employees. After all, they are our most important success factor. Our people ensure growth of the organization, but the other way around as well. For example, all our Sales Specialists follow an internal development program, the Paddls Academy, to work on their sales skills. And we do not only promise development opportunities, we also create them. We call this 'the endless growth path'.

Because we foster career development, we bind talent to us longer. At the same time, we stimulate a positive form of turnover in the organization. Several former employees are now working at our clients.

We are proud of our Paddls Academy, which acts as a fantastic accelerator for commercial talent!

The Paddls Academy not only includes an extensive training course for new employees, but also continuous coaching and guidance. Learning by doing, we strongly believe in this at Paddls.

**LET'S
CONNECT.
DEVELOP.
GROW**

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