

B2B LEAD QUALIFI- CATION

Lead generation



WHY B2B LEAD QUALIFICATION?

You have identified your target group but insufficient capacity for acquisition? You have enough marketing leads but too little time to follow them up and qualify them? Then temporary or structural support in the form of B2B Lead Qualification can provide a solution. Through the use of Sales Specialists you generate qualitative leads and an attractive sales pipeline.

Marketing plays an important role in generating leads. However, not every lead is a qualitative lead that is interesting for Sales. A lead only becomes relevant when it has the potential of becoming a customer. Only the process of qualifying and nurturing leads is time-consuming, with the result that this often happens insufficiently. This means that you do not get the maximum return from your leads and your budgets.

We can help you generate qualitative leads that lead to quotations and conversion. By calling specific target groups, online leads and/or participant lists and by making appointments with these contacts, your Sales and Account Managers come to the table at new organizations. This creates an interesting sales funnel that increases turnover and earns back your investment.

PADDLS HAS SALES SPECIALISTS 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.

LEAD GENERATION & LEAD QUALIFICATION

BANT QUALIFIED LEADS

For the BANT qualification of your leads, we have Sales Specialists who contribute to your commercial results as part of your sales team. Depending on your wishes, we support you from our office in Breda for a fixed number of hours per week.

In a process-based and structured manner, our Sales Specialists manage your lead generation, lead qualification and lead nurturing with the commitment needed to make this a lasting success.

Through an integrated approach with telephone acquisition, internal and external databases, online leads and for example participants lists of your events, a profitable sales funnel is realized.

WHAT ARE THE RESULTS?

With B2B Lead Qualification you add value to the efforts of your marketing and sales teams. As a result, Sales can focus on the management of those relationships that are commercially worthwhile and offer a greater chance of achieving results.

Objectives

- Agreements with qualitative leads for Sales (SQLs)
- Accessing new target groups
- Increasing ROI of marketing campaigns
- Achieving commercial result among the intended target group

OUR APPROACH



1 PROJECT CARD

The project card contains all basic information. Who are the relevant contacts on your and our side and what have we agreed on about the campaign? All information regarding hours and results is also stated here; in total and per week. How many hours do we have in budget, how many hours were spent on calling and administration? What is the target of the project? Are we ahead or behind in terms of hours and results? All information about hours and results is obtained from our central time registration system and call application, so that we always have the most recent and accurate information.

2 DATA EXPORT

The data export contains all data that has been mutated at record level. Here you can see which records have been touched and what the status is, including all notes. In terms of columns, the export has the standard format of our call application. This can be adjusted to your standards, so that you can run a better upload in your system. We will simply adjust the columns. We can also create specific questions or columns for you.

In the export you can see which records are still open and closed, together with the status. We divide this in a status of the calls and a status of the records. The Delivery analyzes this export on a weekly basis to see how the dataset is developing. Through this analysis, Delivery also sees which activities in the call application are processed (in)correctly by the Sales Specialist(s).

This way we see how the dataset develops in terms of chance of success. Furthermore the export provides insight into why records do or do not convert and what the underlying reason is for this. With these insights, the Delivery can come to you with suggestions for improvement and also coach the Sales Specialist(s) substantively based on facts.

3 WEEKLY EVALUATION

In addition to the updated project card, you will receive a weekly overview of the leads that have been called and what has been discussed. You will also receive an export of the touched data with all the details. Every week you have an evaluation call with the Delivery and Sales Specialist to discuss the progress.

4 SALES FUNNEL & ROI

All leads are registered in the sales funnel. During the weekly evaluation, the follow-up of each lead is discussed. We monitor the development of the leads on a weekly basis. When an offer is made, we note the order amount and the chance of success and we arrive at the 'weighted turnover' in the pipeline for the campaign. This feedback from Sales after the appointment is noted and when a lead is 'lost' we note the reason for this. In this way we continuously analyze and adjust where necessary.

OUR APPROACH



5 LEAD FORMAT

You will receive a detailed Lead Format from us by email, per appointment. All formats are stored separately in the above sales funnel. This contains all the relevant information for you to follow up the appointment: all basic details of the organization and contact person for follow up, together with a substantive description of the qualification and the conversation note with the call to action.

6 WEEKLY EVALUATION

The above documents are discussed weekly with you during the evaluation, as standard. The combination of these documents means that the Delivery can offer you a thorough report with suggestions for improvement. The Sales Specialist(s) also participate in these evaluations unless there are too many Sales Specialists on your project. In that case, often only the Delivery participates, for the sake of efficiency.

In addition to the documents, we also discuss what we can improve in our mutual cooperation. Not only our involvement and input is essential for the success of such campaigns, but also yours.

COACHING BY A DELIVERY

The Delivery is ultimately responsible for the project and also your first point of contact. The Delivery reports on a weekly basis.

Telephone lead generation is a profession. We continuously work on the development of our Sales Specialists. They follow an internal program to work on their sales skills. Using call-in sessions, monitoring call input (attempts), listening to recordings and completing and discussing quality sheets, the Delivery assesses and coaches the work of the Sales Specialist to guarantee quality.

(START-UP) PROCESS LEAD QUALIFICATION

The 8 steps

1 ADMINISTRATIVE BUSINESS

Signing the agreement, determining the start date.

2 DETERMINE TARGET GROUP

Submitting your customer file or filling in and concretizing the target group selection form.

3 BRIEFING

Completing the briefing document and then discussing it with Delivery and Sales Specialist, at your or our office.

4 DETERMINE MESSAGE

Determining with which message Sales Specialists will approach the market, based on a proven successful conversation structure.

5 PROJECT CARD

Recording the agreements made, in the project card.

6 START PROJECT

Start of the project after an agreement on the project card.

7 REPORTING

Discuss progress during the weekly call with the Delivery and Sales Specialist.

8 EVALUATION

Evaluate the start-up phase to sharpen the success formula for the rest of the project if necessary.

NEXT LEVEL LEAD QUALIFICATION

At your location

DEDICATED SALES SPECIALIST TEMPORARILY @YOUR OFFICE

Next level Lead qualification? Then choose Lead-Desk:

The Sales Specialist of your lead qualification project is your partner who is proactive and dedicated, and achieves commercial success. You can also choose to hire this Sales Specialist temporarily. We call this the Lead-Desk.

Our Lead-Desk is the bridge between Marketing and Sales, which hands over the right leads to your sales organization at the right time. In this way you optimally benefit from the leads that your campaigns generate. More information can be found in the Lead-Desk brochure and on our website.

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

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**

Contact

Pim Böinck

Managing Director

commercieel@paddls.nl

+31 (0)76 800 60 00

www.paddls.nl

• **PADDLS**

