

Lead Management: Strategy Execution



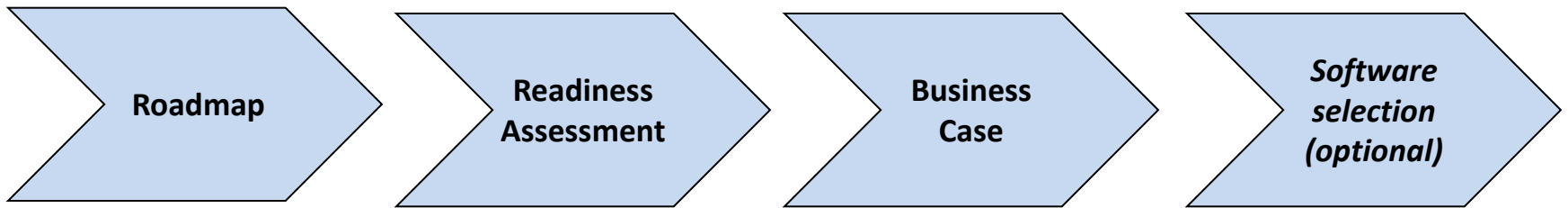
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September 13, 2010



**MARKETING
TO SALES**

DELIVERING DOCUMENTED TRADE SHOW ROI



| <p>Defines where you are now, where you want to be, and over what period of time</p> | <p>Reviews issues relating to company culture and business environment</p> | <p>Captures business requirements</p> | <p><i>Develop mechanisms to score lead management options</i></p> |
|---|--|---|---|
| <p>Looks at prospect definition, lead scoring, rating and distribution.</p> <p>Reviews lead nurturing roadmap, distribution, pipeline review, results reporting. Collects feedback on lead quality.</p> | <p>Identifies gaps in best practices in lead management and sales/marketing alignment to bring business units into the process early.</p> <p>Technology issues, detailing where components are not present or not able to support your initiative.</p> | <p>Identify stakeholders and select metrics.</p> <p>Baseline current performance.</p> | <p><i>Includes usability, integration, costs, viability, costs, services and objectives</i></p> <p><i>Develop sample lead management tools.</i></p> |
| <p>Assesses integration with CRM or other lead management /marketing automation software.</p> | <p>Outlines where business processes need improvement / redesign.</p> | <p>Convert to financial results.</p> | <p><i>Assist in evaluating options.</i></p> |