



Sales Redefined

HOW LEAD GENERATION HAS CHANGED IN A POST-COVID WORLD



www.salesredefined.com.au

Hypergrowth... Lead generation in 2021

Here's the punchline... COVID-19 has completely changed the game of lead generation, and we don't mean a little; we mean it's had a total makeover!

Global pandemics and remote working. Zoom fatigue and social distancing are our new reality. It's unlikely that we will be returning to traditional, in-person tactics anytime soon, so take a deep breath and dive right into the future of lead generation.

We'll reveal everything you need to know to transform your lead generation strategies and skyrocket to hypergrowth in 2021.

The facts

Let's start with the cold hard facts.



APAC B2B decision-makers have shown 2 times more preference for digital interactions over traditional sales interactions (McKinsey, 2020).



Buyers can now do much of the research themselves and are no longer dependant on sales reps for information.



They tend only to engage a sales rep when they are 56% of the way through the buying process (CEB); therefore, a sales rep has limited ability to influence the sale.



Companies worldwide have had to cancel face-to-face events, which typically was a major source of lead generation. This has left a giant gap in the pipeline for many businesses.



What does this mean for our business?

What this means is that if you want a seat at the table, your only option now is to jump onboard and establish your digital sales strategy.

Let's face it, we will be old and grey if we wait for things to go back to "normal".

So, how do we generate, and convert, leads in a virtual world?

The gotcha

Firstly, let us help you avoid the biggest gotcha out there. We do believe that effective lead generation is a digital-first approach; however, it is not digital-only.

The biggest blunder to avoid is shifting your lead generation to be 100% online and forget the power of taking the conversation offline. **Digital-first means creating awareness and engagement and nurturing leads until the appropriate point that the prospect is ready to engage directly with your sales team.**



The good news

With so much bad news recently, let us deliver the good!

Building a digital sales funnel is a cost effective and automated way to build a pipeline for your sales team. 64% of sales leaders who invested in remote selling met or exceeded revenue targets this year (Hubspot).

With that in mind, let's get you started with the first steps towards hypergrowth.



Time to get smart about SMarketing

The first step is to build your SMarketing team.

Come again?

You've got a sales team. You've got a marketing team.
But shouldn't you have a SMarketing team?

Aligning sales and marketing teams is key to generating more leads through digital outreach in this post-pandemic world, and the stats back-up the impact a 'SMarketing' approach can have.



Are your sales and marketing teams giving each other the cold shoulder?



Sales reps ignore 50% of marketing leads (LeadSpace)



76% of content marketing teams forget sales enablement (Hubspot)



Only 8% of companies have a strong alignment between their sales and marketing teams (Forrester)

Get ahead of your competitors by bringing your sales and marketing teams together for a partnered campaign.

The truth is if your sales and marketing team are not aligning, then you will have a “leaky sales funnel,” lower conversion, and difficulty delivering an ROI.

Digital Sales creates a challenge for business leaders, as ownership lines between sales and marketing blur. Consider LinkedIn, whose responsibility is that sales or marketing? Our answer.... SMarketing.

Getting started with SMarketing:

Take these simple steps to get you off the mark



Host a joint planning workshop for the next quarter with both sales and marketing teams.



Involve all stakeholders upfront so they are invested in the process.



Create a “SMarketing” project team for a lead generation campaign.

Digital Sales in a nutshell

Your digital sales funnel needs to start with killer content that addresses your customers' pain points and solves their problems. This is key to success.

Customers are seeking content that is educational, of real value, and is truly tailored to their needs. What they are not tolerating is content, which is another product or sales pitch.

Adopting a digital-first lead generation approach is more complex than placing a few social media ads and hoping for the best. Sales and marketing teams must align to create sophisticated campaigns that actually deliver.



Here's a list of digital lead generation tactics to get you started:

- ◆ Educational content (download, blog, how to guide, infographic)
- ◆ Interactive content (quiz)
- ◆ Social selling (LinkedIn, Facebook, Instagram)
- ◆ Webinar and virtual events (consider a lunch and learn)
- ◆ Video (vlogs, mini-series, YouTube)

The Secret

These tactics lay a solid foundation for your strategy, designed purely to drive awareness and build engagement. But what next?

If you have a red hot first date, then you should always ask for a second, right?

Absolutely! The secret to digital sales is to build a sales funnel. Consider this as your steppingstone to nurture prospects until conversion. It typically takes over 10 touchpoints to convert a net-new prospect (Forbes).



Every single one of the activities listed above should lead to a “2nd date”. This might be a demo, free consult, trial, and the list goes on.

Our top tips:

- Be consistent. Just like we can’t get a six-pack from one gym session (sigh) the same is true of lead generation. One-hit-wonders will not work.
- Rather than focusing on one channel, use a multi-channel approach for optimal conversion.
- Be proactive in follow up. Ownership of this process should be clear from the get-go, so everyone understands their role to play. Follow up is usually where lead generation falls apart.

We’re still human.

Don’t forget, the world might be digital, but customers are still people. Now, more than ever, a personal touch matters!

Ready to align your sales and marketing,
and transform your lead generation?

Challenge us.

**If you have a sales or marketing dilemma,
why not drop us a line and challenge us
to see how we can help you!**

I'm in



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