

# Examining the Evolution of Demand-Gen Tele-Services

*The Keys to Successful Service Integration in the Emerging New Media Marketplace*



ANALYTICS



# Examining the Evolution of Demand-Gen Tele-Services

*The Keys to Successful Service Integration in the Emerging New Media Marketplace*

The world of B2B Demand Generation Tele-Service providers is changing – at least for some. For a long time, sales and marketing professionals were ok with paying a tele-services demand generation provider for a ton of outbound calls. Integrate an e-mail or two, and they were satisfied with the hit-or-miss results.

Things have changed. Today, the web provides incredibly rich data sources, and excellent sales automation tools such as Salesforce.com. Marketing automation solutions are also allowing for incredibly relevant messaging and sound opportunity nurturing. Combine these solutions with web presence optimization (think Social Media, Media Buys/Pay Per Clicks, Blogs, etc. . .) and you realize what incredibly powerful tools a Demand Generation Tele-Service provider can integrate with outbound calling to deliver more effective solutions.

Most marketing support providers possess deep expertise with individual tools. Very few, however, can offer ideal integration. There are several reasons, but one in particular is the nature of the tele-services side. Demand generation driven by tele-services requires meticulous expectation management; providers and clients must be on the same page!

Smaller businesses, for example, usually have very limited budgets. They are almost always looking for “hot” leads that are ready to close; too bad they miss the warm or marketing-qualified leads that fall through the cracks. Pursuing only “hot” leads is poor strategy because those leads are just about through a cycle of pursuit and closure. (For detailed discussion of this dynamic, read *The Value of a B Lead* on the KPI blog ([www.kpiroi.com/blog](http://www.kpiroi.com/blog)).

For the medium to large enterprise, demand-gen providers typically do not properly align with their client. Sales organizations move at a fast pace, and if they are not in step with the demand-gen provider (or their own marketing department) many of the leads that are passed over end up getting neglected.

The best demand-gen providers realize that it’s not just about generating a lead and passing it to a client. It’s about maintaining visibility

through the sales lead lifecycle. To evaluate that effectiveness, ask yourself a few key questions:

- Does the client sales representative who received the lead have any questions?
- Did the client sales representative actually receive the lead?
- If a sales appointment was scheduled, was it confirmed and did it take place?
- If the lead needs to be nurtured is it going to be placed in the proper nurturing queue?

If you are in a channel environment these questions become even harder to answer!

Considering there are many tele-service demand-gen providers who haven’t mastered the art of providing sound solutions, it’s obvious why many have not been successful in developing and delivering a truly integrated service.

Now let’s consider the “Agency” non tele-services side. This is a mature market and there are many fantastic marketing agencies out there. The problem many share, however, is possessing deep agency service

expertise while neither offering nor understanding tele-services. Agencies know tele-services are necessary and, if executed properly, will produce excellent results. But they also know tele-services are an entirely different beast. They typically produce low margins and if you don't understand the business, it is too difficult and costly to start a tele-services division or even acquire a tele-services organization that produces results.

### KPI Alignment: A Truly Integrated Solution

At KPI Analytics, Inc. we believe we are one of the few effective demand generation tele-service providers to offer an effective integrated solution. There are several reasons for this:

- We have an incredible track record in delivering demand generation tele-services for the SMB and Enterprise space.
- Every member of our senior management and executive staff has at least ten years experience in delivering B2B Demand Generation and tele-services.
- Our staff has developed and executed hundreds of highly comprehensive support programs for leading SMB players as well as many of the most recognizable leaders in the Fortune space
- Decades of combined experience have given us a deep understanding of what it takes to effectively deliver services in any client environment, large or small, across any market.

KPI has also developed a comprehensive proprietary methodology that provides a highly sound foundation for integrated sales and marketing support programs. The KPI Performance Engineering Methodology is built on more than 50 years of industry experience and insight, KPI Analytics has perfected an industry-exclusive approach to marketing support campaign development and execution. This basic methodology allows our services and delivery team to zero in six essential areas that make it possible to deliver a truly effective integrated solution.

#### Discovery

Document client needs by deep evaluation of all stakeholder short and long term objectives. Design comprehensive revenue generating solutions that meet the distinct needs of every type of client scenario.

#### Database Optimization

Develop the most accurate data set possible through the analysis and aggregation of KPI DataFresh, client, and third party resources.

#### Program Implementation

Deployment of a highly meticulous staging and operations plan that accounts for all facets of a KPI support program

#### Program Delivery

Execution through the proper blend of thought leadership, sales talent, integrated cadence, and best of breed sales/ marketing automation technologies.

#### Program Maintenance

Leveraging KPI Methodologies to continually analyze, adapt, and refine all program components while tracking toward optimal success

#### Analysis & Reporting

Deep analysis of deliverables and highly comprehensive reporting to confirm KPI performance and ensure true client ROI

Each of these essential areas could itself be the subject of much more detailed analysis. For now, let's zero in a few.

### Guaranteed Freshness

In order to launch a successful integrated campaign, accurate program data is critical. Business data degrades very quickly, and while many companies provide mailing and marketing lists, they often fail to account for today's rapid-fire corporate turnover and restructuring. This makes connecting with the right decision maker when you are using these lists difficult and time consuming. This is why KPI formed the DataFresh Group. We leverage our relationships with the most prominent data/list providers, the thousands of daily phone verified company and contact updates performed by our independent DataFresh agents, and numerous web data resources to start with the most accurate company and contact database available. Not all data is going to be perfect regardless of the source, but with proper utilization of our DataFresh resources, we are able to start with a sound database and hit the ground running.

### The Talent Factor

Proper sales talent is imperative. Selecting agents who possess a clear understanding of the solutions being sold and the markets they are selling into is a must. Also, with the complexity of campaign integra-

tion, the tele-sales agent needs to understand the workflow behind the integrated campaign. Tele-sales agents should possess the ability to push prospects in and out of campaign processes based on their discretion. Campaign workflow can be fully automated but since marketing automation tools are still fairly new, there are holes and ensuring system users have a sound understanding of the workflow is a wise choice. In addition to our system administrators, we have made sure our management and tele-sales agent/account teams are fully aware of the functionality and limits of the automation systems behind our campaigns.

KPI is very selective when it comes to choosing sales talent for our campaigns. We break down sales representation into three categories: Platinum, Gold, and Silver, which are classified as follows:

- Silver team members generally have up to twelve months of relevant selling experience and for the most part support DataFresh initiatives.
- Gold and Platinum team members generally have two to ten years plus sales experience and usually come from the industries that are targeting. Gold and Platinum representatives receive extensive training on the sales and marketing automation systems that support their program ensuring maximum program proficiency and client ROI.

### Proper Platforms and Effective Automation

When KPI was formed there was much discussion on selecting the right technology platforms. Although there were a few good choices, Salesforce.com proved to be the best choice for sales program automation. Although we do integrate with other systems, we built an internal technical team that specializes in the implementation, utilization, and support of Salesforce.com as a demand generation program platform.

As far as marketing automation tools, we had to put in our due diligence to decide which product was the best choice. Most of the primary automation tools were not built for the tele-services demand generation agency model, so we decided to work with a company that would help customize the system to our needs. Automation systems, for instance, have a tendency to be “email centric”. Importing separate email lists that contain the same contacts can be difficult, if not impossible. This makes it difficult to execute a program if you are supporting multiple channel partners that share a common geography.

It can also be cumbersome to blend lead scoring models based on prospect driven behaviors and treatments that were driven by tele-services agents.

To address these concerns, we partnered with Manticore because, although they have an impressive Fortune client roster, they are a smaller organization willing to work with us to develop a custom system that fit our needs. Manticore helped us work around some of the inherent shortcomings that you find in all market automation tools when being used in this type of environment. In addition, there were major advantages in having both of our corporate headquarters located in Austin, Texas.

### Capitalizing on Emerging Channels – Lead Nurturing 2.0

The latest area of interest when it comes to demand generation is Web Presence Optimization. With so many conversations and so much congregation taking place online, it makes sense to participate in the many user-driven forums, networks and communities. These have become as viable, if not more so, than any “brick-and-mortar” relationships. KPI doesn’t dismiss the Internet as a mere platform for communication fad. Its impact is lasting, and we would be irresponsible to ignore engagement opportunities provided by blogging, Twitter, and YouTube, or via social network participation such as Facebook and LinkedIn. Why is this important? As we know, marketing automation allows for more timely and relevant nurturing. With Web Presence Optimization, you have the ability to not only offer relevant, well-timed messaging. You can also showcase expertise in a low-pressure, non-selling environment. The information you share might be more important than your sales pitch – initially. Your participation becomes the means for building trust within an increasingly attentive audience – one that remains receptive to your insight, and therefore more eager to embrace your solutions.

It’s about so much more than a mere company website. The passive information is no longer enough. Consumers need to know that you are in the game, eager to offer value without immediate expectation of return. The result, however, is that you cultivate much richer relationships – ones that have far greater potential to become lucrative partnerships. With the right strategy in place, your target audience can stay abreast of what is going on in your organization, service/product updates or new releases, as well as current examples of how your target markets are benefiting from your solutions. You can demonstrate “Thought Leadership” and innovation within your organization all without using “Market Speak”.

With the right social media/web presence strategy, your target audience can keep up with your organization, learning ahead of the curve about service/product updates or new releases, as well as current examples of how your target markets are benefiting from your solutions. You become a true thought leader because of sincere interaction, not just because you can sling a ton of “Market Speak”.

Why is this so important to KPI? Our over-arching mission is to deliver highly qualified sales leads for our customers. It is vital that we pursue the right lead nurturing strategy, and the right strategy is the one that captures and influences the right audience wherever it can be found!

We call it Lead Nurturing 2.0, and when you combine this groundbreaking capability with the proven performance of our traditional expertise, you get a truly integrated approach to demand generation, one that will maximize success across both established and emerging channels. We’re convinced that this is the ideal approach for demand generation success going forward.

---



ANALYTICS

**The KPI mission is to be the most reliable and productive demand generation and tele-sales support provider through intense dedication to understating our clients overall objectives and consistent delivery of services that drive the highest possible return on client investment.**

**Learn more at [www.kpiroi.com](http://www.kpiroi.com).**