

Sales Leads to Sales Appointments to Closed Deal — You Can't Skip the Middle Step

I recently had a very revealing conversation with a senior executive at Inside Leads. It's always an incredible experience to pick the brain of our senior executives, because they have so much B2B demand generation knowledge that deserves to be out there.

On this occasion, we were chatting about the topic of B2B sales process, specifically how sales professionals often mistake a raw Marketing Qualified Lead (MQL) as an invitation to close the deal.

In its simplest form, the B2B sales process generally looks like this:



He went on to talk about how, all too frequently, sales teams simply skip the Sales Appointment step in the process. They see a sales lead come in, distribute the lead to a sales rep, and that sales rep immediately begins to pitch the prospect on his wares.

It's a symptom of entitlement. The sales rep, by virtue of his skill set, feels entitled to close the deal when a suspect displays the smallest indication of interest. Ultimately, the science of Demand Generation is not about closing deals; it's about teeing up a qualified opportunity for a sales rep to BEGIN the sales process.

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Often, sales teams will omit Step 3 above and attempt to bridge the gap between Steps 2 and 4 with sales activity of some sort. You simply can't skip the step of having an inside sales rep qualify the MQLs, and tee up a sales appointment (either for himself or for a field rep).

As a sales rep, when given an MQL, you have to view the relationship as merely informational and interest-based, rather than immediately action-based. Basically, there's still some work to be done before the sales process even starts; you have to, in effect, earn the right to close a deal with them. If there is anything you should get from this article, it's this: **A request for more information is not an invitation to close.** ■

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Our History

Our company evolved from a 1990's consulting practice that guided hundreds of CEOs and Entrepreneurs on the implementation of sales training, systems and processes; staffed thousands of sales people; and created branding, messaging and go-to-market plans for hundreds of hi-tech and B2B clients. Today, that experience is the foundation for a hybrid demand generation operation piloted by a highly experienced and talented team of sales leaders at Insource Leads LLC. More than 10,000 sales appointments and leads are generated annually for our clients. We are changing our industry in a better direction that leverages outbound prospecting, business intelligence, and a performance-based production model. The collective impact to client sales pipelines is more than a billion dollars of new sales opportunities entering funnels every year. Our Services Insource Leads provides high-level appointment setting and demand generation services for business-to-business technology companies through the deployment and management of quota-based marketing programs. We research opportunities and successfully secure meetings with key executives and generate leads on behalf of our clients' B2B sales teams to expand their sales pipelines and accelerate sales cycles.



Services Overview

Pay for performance appointment setting can jump-start your organization's sales pipeline. A 60-Day Pilot will offer your company the opportunity to build a sales pipeline with our meetings, monitor conversion rates, forecast ROI and provides ample data and results to determine the viability of a permanent partnership with Insource Leads

- Pay for performance provides for a guarantee of qualified meetings with qualified prospects
- Various meeting volume options
- Custom lead modeling according to your marketing plan
- No set-up or data Fees
- Pay-Per-Meeting pricing

Your Pilot will be designed to include a strategic lead nurturing plan for your solution, custom-built marketing database, experienced Inside Sales Reps dedicated to your program from beginning to end, and much more. Our Inside Sales Reps are trained on over 70 IT Products, Apps & Solutions.

For more details and pricing, contact us to receive a custom proposal from our Program Expert outlining a Pilot exclusively geared to your sales goals, target market and sales qualifiers. Contact us by phone, chat or through our web form to learn more about how we can grow your sales.

What Our Clients Are Saying

"In evaluating Demand Generation vendors, we found the pay-for-performance model offered by Insource Leads, to be super attractive. Other per-month or per-rep models we evaluated didn't provide a firm guarantee of results. So we were eager to work with Insource Leads, and have been more than pleased with the results." — IT Security Client

"What we liked most about working with the team at Insource Leads was the open communication we had throughout the course of the campaign. They were always available to discuss critical aspects of the campaign. In addition, they successfully developed a structured process to follow-up with key prospects." — Managed Services Client

"What I like most about working with the Insource Leads team is that they do what they say they'll do." — Workforce Management Client

