Marketing Cheat Sheet

Sales 2.0

What is Sales 2.0?

Sales 2.0, often referred to as social selling, is the merging of Web 2.0 technologies with traditional sales strategies. Social selling enables salespeople to better prioritize their time and serve as experts—not as just negotiators— in the product selection process. The B2B buying process has fundamentally changed. Prospects spend more time on the web doing independent research, obtaining information from their peers and third parties, and as a result, the traditional method of selling seems to no longer apply.

The B2B buyer is in control. In order to win new business, sales must heed buyers' timelines and levels of interest, engaging with them only when they are truly ready to have a conversation. Through social selling, the latest sales and marketing technologies empower sales to better understand their prospects' needs, and allows them to communicate with prospects in a more relevant and effective manner—ultimately increasing revenue and new business.

Sales 2.0 - Analyst Facts

"*Web 2.0 and social media make it easier for prospects to learn about you long before the first sales call. Sales presentations need to be about 'how we help you' not 'who we are.' And it's marketing's job to give sales the tools to do this well.*" – **Laura Ramos**,
"*Sales 2.0: Accelerating Deals in a Slow Economy,*" B2B Marketing POSTs Blog, 2009

"*As the proliferation of online social media forums has forever changed the way customers gain information and feedback concerning a particular company's products or services, sales representatives are challenged to sell to a prospect base that potentially knows as much, if not more, about the competitive landscape than the reps themselves. This new sales challenge has caused a number of companies to implement social media solutions within the enterprise as a way to more effectively connect sales representatives to the subject matter experts they seek.*"
– **Alex Jeffries**, "*Sales 2.0: A New Generation of Selling,*" Aberdeen Group, 2008

"*Sales 2.0 is a more effective and efficient way of selling for both the buyer and the seller that is enabled by technology. It requires re-thinking the sales process from the perspective of your customers, continually evolving and improving practices as your markets change, and recognizing that sales is a science as well as an art that can be measurable and predictable, with the help of technology.*"
– **Anneke Seley**, CEO and founder of Phone Works and co-author of *Sales 2.0: Improve Business Results Using Innovative Sales Practices and Technology*

Top Resources

- Marketo Lead Management Blog: [illegible]
- The Sales 2.0 Network: sales20network.com
- B2B Lead Generation: blog.startwithalead.com
- Smashmouth Marketing: www.damphousse.org
- Selling to Big Companies: sellingtobigcompanies.blog.com
- The Sales 2.0 Advocate: www.sales20book.com/wp/blog
- Sales Lead Management Association Blog: blog.salesleadmgmtassn.com

Glossary Terms

Alert – An automatic notification in sales and marketing technologies triggered by a lead's specific behavior, change in status or the reaching of a specific lead score threshold

Customer Relationship Management (CRM) – Systems and strategies that seek to drive revenue through an improved understanding of customers and an increase in customer satisfaction and relationship building

Lead Nurturing – The process of building relationships with qualified prospects regardless of their timing to buy, with the goal of earning their business when they are ready

Lead Scoring – The process of determining the sales readiness of leads using a pre-determined scoring methodology and ranking them accordingly

RSS – Stands for "Really Simple Syndication" and refers to a web information feed that regularly updates content or data

Sales 2.0 – Also referred to as social selling, the merging of Web 2.0 technologies with traditional sales strategies, enabling salespeople to better prioritize their time and serve as experts—not just negotiators— in the product selection process

Sales-Ready Leads (SRLs) – A lead that is ready for sales interaction, often decided by a lead score

Social Media – Any strategy, software system or media outlet that relies on social interaction and the participation of individuals or communities to create and publish content

Web 2.0 – A term used to describe the second generation of web tools and software that encourage users to become more active participants, creating content and interacting with each other within web-based, social communities

What Sales 2.0 is NOT

Sales 2.0 is NOT having sales use the latest technologies to find and blindly interact with any and all prospects, decreasing sales productivity through time-consuming tasks (e.g. viewing all leads and companies that visit your website). Although today's technologies can provide more intelligence about prospects than ever before — including demographic, BANT, and online behavioral data — flooding sales with too much information negatively impacts productivity and revenue.

True Sales 2.0 gives salespeople insight into only the most relevant and timely information that helps them close deals faster (e.g. the ability to view only those leads that exhibit characteristics indicating they are "hot" prospects). Furthermore, Sales 2.0 values efficiency. Sales 2.0 solutions should make it easy for salespeople to use their existing tools, such as the CRM system and Microsoft Outlook, to identify and interact with key contacts in the most efficient and seamless way possible, all while tracking each activity appropriately.

Sales 2.0 – Basic Techniques

- Have the sales team re-think their traditional sales strategies—instead of having them actively talk and "sell" your products or services, encourage them to listen more to prospect needs and behaviors.
- Establish lead scoring thresholds to identify when leads should be passed on to sales and when they should be returned to marketing for further nurturing.
- Coordinate marketing and sales when identifying "interesting" behaviors that indicate hotter leads and establish sales alerts based on these behaviors.
- Make it easy for sales to sort leads by priority in the CRM system, enabling them to focus on the most sales-ready leads.
- Enable salespeople to view the companies in their specific territories that visit your website and to access the important contacts at each organization within the CRM system.

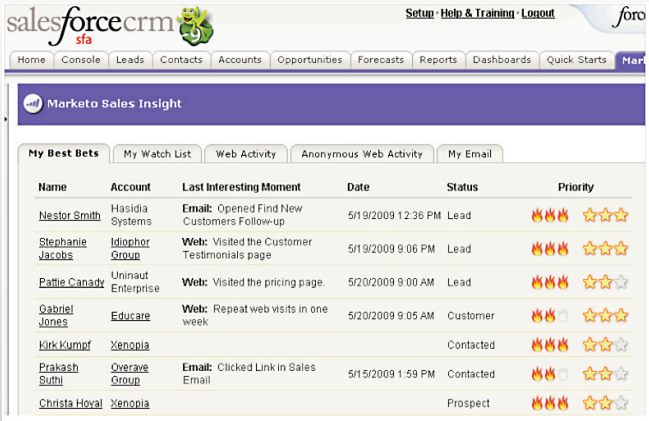
Sales 2.0 – Advanced Techniques

- Enable sales to use their existing tool set (e.g. CRM, Microsoft Outlook) to communicate with leads while keeping marketing aligned with these activities.
- Utilize tools such as Jigsaw, DemandBase and LinkedIn to access additional information about leads that visit your website.
- Create more advanced lead score thresholds based on the collective intelligence of both sales and marketing activities.
- Create standardized email templates for the sales team to use when addressing the top "interesting" activities of their prospects.
- Integrate technologies such as RSS and mobile devices into your sales and marketing systems so the sales team can receive updates anytime and anywhere.

Sales 2.0 Ready?

- ☐ Do sales reps know what companies are visiting your website even if they don't fill out a form?
- ☐ Can sales reps get email alerts or see Facebook style feeds of the activities of their leads and contacts?
- ☐ Is lead scoring in place to prioritize which leads are sales ready?
- ☐ Is there a lead nurturing program to develop leads through the entire sales cycle?
- ☐ Are marketing incentives based on the number of sales-ready leads they deliver to the sales team?
- ☐ Does your company know how many sales-ready leads are needed to achieve your revenue targets?
- ☐ Does the organization use social media to promote thought leadership?
- ☐ Does your company have a corporate blog?
- ☐ Do the individual sales reps know how to use social media to help support their sales process?
- ☐ When the sales team receives many leads at once, do they know which ones to contact first and why?
- ☐ Can your sales reps send leads back to marketing that need more nurturing?

Marketo Sales Insight



Social selling lets salespeople focus instantly on the hottest leads and opportunities.

Misconception of Social Selling	True Social Selling
Sales is notified when leads visit your site	Sales is notified when a qualified lead does something interesting on your website
Sales can view a list of all of their leads in their CRM	Sales can sort their leads in their CRM by priority, allowing them to contact leads when they need the most attention
Sales can see all the companies that visit your website	Sales can see the companies in their territory that visit your website, and can access and import key contacts at those organizations into their CRM
Sales must go to multiple websites to find contact information	Sales can access Jigsaw, Demandbase, & LinkedIn directly through the tools they are already using
Sales must learn to go through all their leads' web activity and email activity to identify the best leads and to figure out when to make contact	Sales is alerted when leads participate in interesting activities that indicate they are a hot prospect
Sales must learn to use new email tools inside their CRM or other external tools requiring training	Sales can use Outlook to reach prospects, and data is sent to their CRM, with enhanced information about opens and click-throughs
Email templates are kept in the CRM	Email templates are accessed in Outlook
Sales must sit in front of their computer watching for interesting online body language from prospects	Sales can subscribe to receive Facebook style status updates for the prospects, companies and actions they think are most important, allowing them to work on the go without missing an opportunity
Marketing tells sales when they need to work with a prospect	Marketing passes leads to sales and, if needed, sales passes leads that need nurturing back to marketing
Sales must spend hours looking through information in multiple systems to understand what is going on with a prospect	Sales can use RSS to send all the different types of prospect information into one system, saving them time and effort

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