

The Truth about Sales 2.0

True Social Selling Misconceptions Revealed

Years ago a successful sales representative knew how to optimize their time by 'reading' their prospects. A quick phone call would be made to colder opportunities, while a day would be spent golfing with a good bet. The key to success was interpreting the signals of a prospect, allowing you to focus your time when it was needed most, at pivotal moments during the buying process with those most likely to buy.

But a few years ago things changed, as buyers started to research their purchases online, preventing the sales person from deciphering the buyer's intention from their physical actions. So sales reacted, spending time poring over online data, trying to understand what made a good buyer. Because it was difficult to tell which online behaviors were part of the buyer's decision path, sales could not just focus their energy where there would be the biggest payoff. And when they did reach the buyer, it was often after they had made much of their decision, leaving the sales rep to negotiate price and mail out a contract. Marketing tried to help by scoring leads and only passing the ones that met certain criteria, but this still meant a heavy burden for sales, who had to look through pages of online data for the leads that were given to them.

Sales is now ready to take back some of the control, with the evolution of social selling. Social selling is the use of web 2.0 technologies merged with traditional sale strategies, enabling sales to prioritize their time again, and help serve as experts in the product selection process instead of just serving as negotiators. But there are many misconceptions about its use.

Misconception of Social Selling	True Social Selling
Sales is notified when leads visit your website	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 by priority in the CRM, 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 without leaving the CRM
Sales must go to multiple websites to find contact information	Sales can access contracts in Jigsaw, Demandbase, & LinkedIn directly through the tools they are already using
Sales must learn to go through all their lead's 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

For sales reps who are using web 2.0 technologies social selling is about making better use of the tools you have. For those who are not, here is what you need to get started:

- A Lead Management System with Sales Insights
- A CRM like Salesforce.com
- A smart phone
- Internet access

While sales may not go back to days on the golf course, with social selling they are able to go back to prioritizing their time, focusing on the qualified leads that will be the biggest sales earlier in the buying process. This will not only cause for increased success, but increased margins and shorter sales cycles, making your contributions evident to the entire organization. And when a sales rep does get face-to-face time with customers, they will be ready to spend time discussing the most important factors contributing to prospect purchase decision since social selling skills will let them know what matters most.

Marketo Sales Insight

Marketo Sales Insight helps reps prioritize, understand and interact with the hottest sales leads and opportunities to close more business faster. It gives reps a "sixth sense" so they know who is ready for, and most likely to appreciate, a call or email from them. And it lets reps send smart campaigns and get instant updates when leads and opportunities open their emails, visit the website, or show other 'Interesting Moments' and buying signs.

As a result, reps are better prepared at every stage of the revenue cycle to deliver the right response at the right time to ensure the right revenue results.

Unlike other sales effectiveness solutions that show granular activity data without synthesis or analysis to highlight what's really important, only Marketo helps reps focus on the key moments that really matter to sales. And, as a 100% native Force.com application, Marketo Sales Insight works natively inside Salesforce CRM, meaning there's nothing new to learn, no new tools to install, and no need for additional IT.

About Marketo

Marketo is the fastest growing provider of marketing automation and best practices. Marketo's uncompromising on-demand solutions enable marketing and sales teams to collaborate throughout the revenue cycle, from the earliest stages of demand generation and lead management to the pursuit of revenue and customer loyalty.

Marketo Lead Management gives Marketers the power and flexibility to automate demand generation campaigns and deliver high quality sales leads with less effort, while Marketo Sales Insight helps Sales understand, prioritize and interact with the hottest leads and opportunities to close business faster. Known for providing the most innovative user experience and the fastest time to value, Marketo was voted 'Best Marketing Automation Application' by Salesforce customers on the Force.com AppExchange. As of June 2009, more than 200 mid-market and enterprise companies in nine countries have selected Marketo.



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10 Great Social Selling Resources:

- Marketo Lead Management Blog
<http://blog.marketo.com>
- The Sales 2.0 Network
<http://sales20network.com/blog>
- B2B Lead Generation
<http://blog.startwithalead.com>
- Sales Lead Insights
<http://www.sales-lead-insights.com>
- Smashmouth Marketing
<http://www.damphouse.org>
- Selling to Big Companies
<http://sellingtobigcompanies.blog.com>
- Build a Sales Machine
<http://www.buildasalesmachine.com>
- The Sales 2.0 Advocate
<http://www.sales20book.com/wp/blog>
- Sales Lead Management Association Blog
<http://blog.salesleadmgmtassn.com>
- The Funnelholic
<http://www.funnelholic.com>

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