

How to Serve Your GTM Teams **Red Hot Leads**

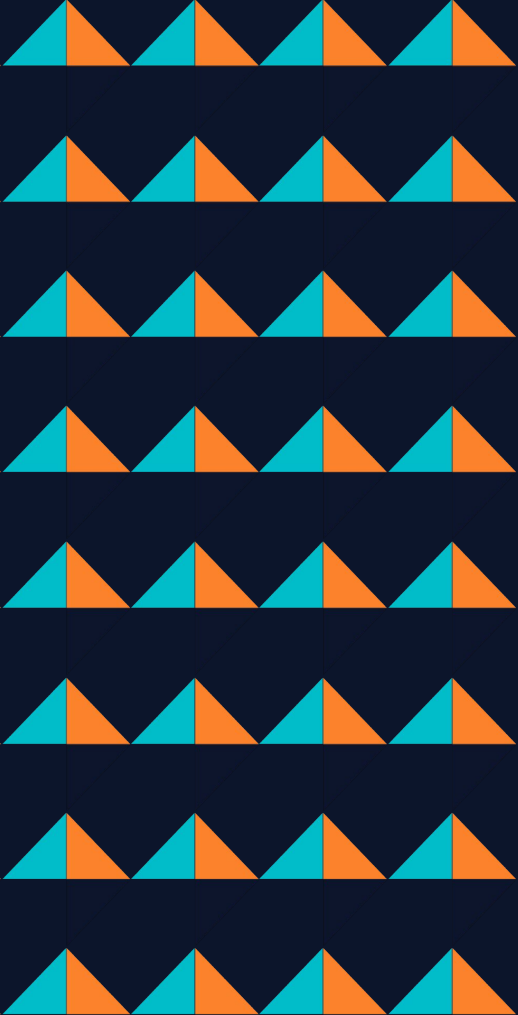


Manoj Ramnani, CEO





What are red hot leads?



What data does your team use in your lead scoring model?

- Marketing Activity
- Account Firmographic Data
- Account Technographic Data
- Buyer Intent Data

Original, MQL

Reactive

**Marketing
Activity Score**

- Form Submissions
- Marketing emails
- Demo requests
- Events
- Webinars

Qualified “Hand Raiser”

Reactive	Passive - Ideal Customer Profile	
Marketing Activity Score	Account Fit Score	Persona Fit Score
<ul style="list-style-type: none">• Form Submissions• Marketing emails• Demo requests• Events• Webinars	<ul style="list-style-type: none">• Firmographics Location Industries Employee Size• Technographics 18,000 technology dimensions	<ul style="list-style-type: none">• Execs• Buyers• Influencers• Users

Proactive Intent

Reactive	Passive - Ideal Customer Profile		Proactive
Marketing Activity Score	Account Fit Score	Persona Fit Score	Intent Score
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Red Hot Scoring Model

Allbound Engagement	Ideal Customer Profile (ICP)		Proactive
Activity Engagement Score	Account Fit Score	Persona Fit Score	Intent Score
<ul style="list-style-type: none">• Form Submissions• Marketing emails• Demo requests• Events• Webinars• Chat• <i>Digital sales room</i>	<ul style="list-style-type: none">• Firmographics Location Industries Employee Size• Technographics 18,000 technology dimensions	<ul style="list-style-type: none">• Execs• Buyers• Influencers• Users	<ul style="list-style-type: none">• Intent Topics• Website Resolution• News Alerts• Reviews Site Data• Job Changers



Getting started!



SalesIntel Account Fit Score Example:

\$792 Million Market in 2023

Dominant in these areas with our product and people

US Market

20 Verticals/Industries

Mid market companies with growing sophistication that value customer service

Company Size (employee count)

Revenue Threshold or Recent Funding of \$10m+

Growing operational complexity using software where we have strong integrations

Sales CRM
- OR

Marketing CRM
- OR

Using a Competitor

26,324 Companies

44% Higher Win Rates

53% Higher ACV

50% Higher Retention Rates

3x the 3 Year Lifetime Value (LTV)

Similar Effort to Sell

Value Our Whole Product (product adoption)

More Room to Expand



TAM Total Addressable Market

SAM Sales Addressable Market

ICP

Ideal Customer
Profile



Intent Score Value

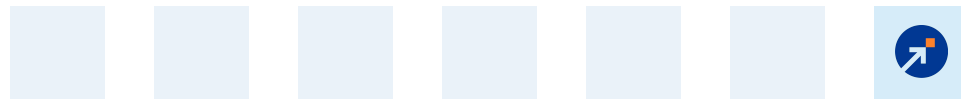
Higher Win Rates, Faster Closes

- **\$792 Million** is a big net to cast. Which should you focus on first?
- **\$135 Million (15%)** are in market this quarter and are 3x more likely to close!

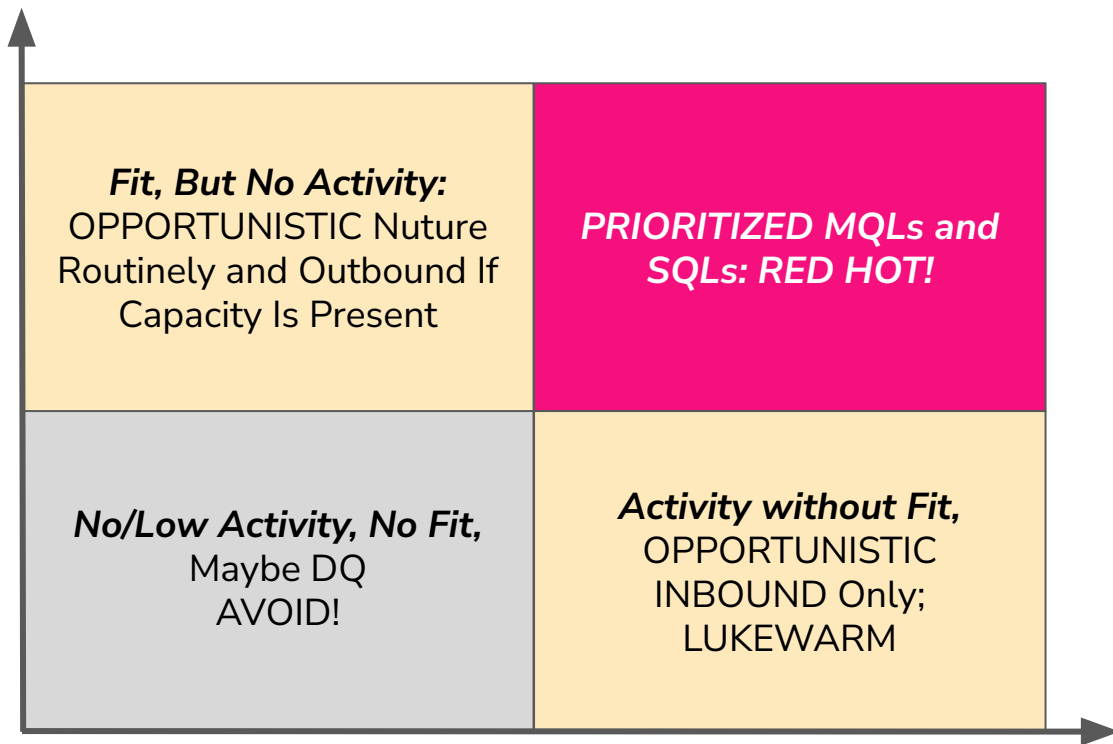


Mapping your model

Simple: Red Hot Lead Scoring Model

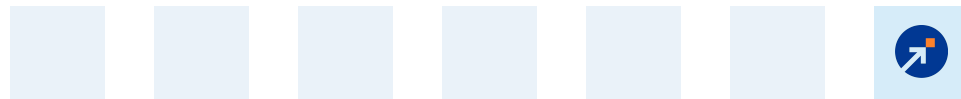


Explicit:
Account/Person
a Fit Score(s)



Implicit: Intent & Engagement Score

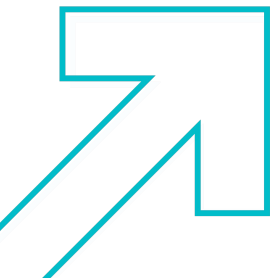
Actionable: Red Hot Lead Scoring Model



Explicit:
Account/Person
a Fit Score(s)

A B C	Fit, But No Activity: OPPORTUNISTIC Nuture routinely, enrich, outbound when have capacity	PRIORITIZED MQLs and SQLs: RED HOT!	PRIORITIZED MQLs and SQLs: RED HOT!
	No Activity, Med Fit, Periodic nurture and data enrichment.	Activity with Med Fit, OPPORTUNISTIC OUTBOUND if capacity present	PRIORITIZED MQLs and SQLs: RED HOT
	No Activity, No Fit, Maybe DQ AVOID!	Some Activity, No/Low Fit, OPPORTUNISTIC INBOUND Only	Activity, No/Low Fit, OPPORTUNISTIC INBOUND + selective pursuit
	None	Some	High

Implicit: Intent & Engagement Score





Impacts to Lead Routing and Resourcing.

Beware or DQ.

Beware

look for savvy prospective users in growing companies heading toward your ICP

Do NOT target & DQ

They will sink your time for no return for reps and less return for the company.

ICP + Intent

Missing activity ONLY

Build brand via marketing and nurturing automations

AND/OR

Direct unused sales capacity for account mapping and targeted outbound

ICP + Intent + Marketing Active

Revenue Bands

Company Size Bands

Baseline Technology

Plus Technology A or B or C

20 Verticals

US Market Focus



Scoring your model


Explicit Scoring

- From simple Fit
4-6 account & 2-3
person dimensions.
- To the complex ...
org structure, years
since adding tech, # of
competitors,
psychographics, to
person social networks,
degrees, certifications.

A	B	C	D
Type	Values	Score	Priority
Job Level	VP	10	High
	Director/Head	10	High
	C-Level / Owner / Principal	5	Medium
	Manager	5	Medium
	Consultant/Contractor	5	Medium
	Other	0	Low
Job Function	IT/Information Technology	10	High
	Operations/Engineering/R&D	10	High
	Procurement	10	High
	Manufacturing	8	High
	Legal/Biz Dev	5	Medium
	Service	5	Medium
	Support	5	Medium
	Finance	0	Low
	Sales	0	Low
	Human Resource	0	Low
	Marketing	0	Low
Email Address	Business Email	5	High
	Personal Email	-5	Low
Relationship Type	Prospect	5	Medium
	Customer	10	High
	Competitor	-50	Low

Implicit Scoring: Engagement

- From Marketing Activity core account & person intent and activity dimensions.
- To engagement to measure the time and effort spent in your GTM across touchpoints. Duration, frequency, amount, type.



Lead Scoring Template - Implicit

	Critical		Important		Influencing		Sales Insights
	Range	15 to 10	Range	9 to 5	Range	4 to 1	Add to Interesting Moments
	Value	Score	Value	Score	Value	Score	
Online demo							
Open							
Opened demos for multiple products							
Watched							
Watched multiple times							
Watched different demos							
Live demo							
Scheduled discovery call							
Participated in discovery call							
Scheduled initial demo							
Participated in initial demo							
Scheduled follow-up demo							
Participated in follow-up demo							
Free trial							
Downloaded							
Participated							
Free software							
Downloaded							
Utilized post download							
Purchased or downloaded additional licenses							
Multiple licenses being used at one time							
App directory (Google Marketplace/ Appex)							
Integrated							
Utilized post integration							
Phone call							
Answered							
Call lasted more than 2+ minutes							
Call lasted more than 5+ minutes							

A decorative pattern on the left side of the slide, consisting of a grid of triangles. The triangles are colored in shades of blue, orange, and black, arranged in a repeating geometric pattern that creates a sense of depth and movement.

Serving them up, HOT!

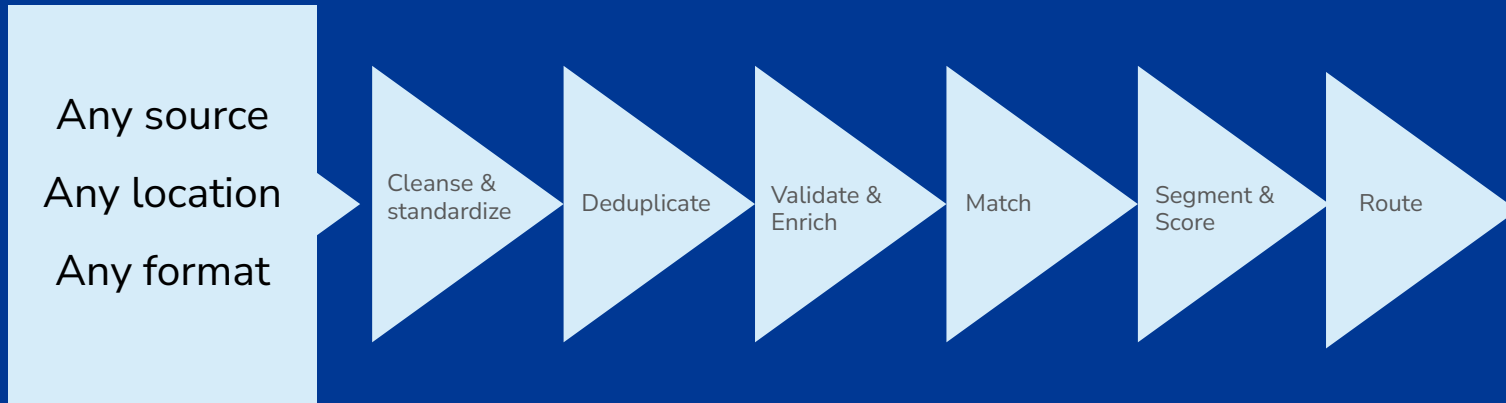


Speed to ALL your leads

Get the lead ...
contact, account
data flow right

Deliver ROI by
boosting **ALL your**
lead routing SLA

... and leverage all
prospect **signals**
above the noise





What are the benefits?

ICP Targets &
Territory Plans

Revenue
Operations, Sales
Leadership



What are the benefits?

ICP Targets & Territory Plans	Hot Leads Drive Pipeline Generation
Revenue Operations, Sales Leadership	Marketing, BDR/SDR, and Sales Leadership



What are the benefits?

ICP Targets & Territory Plans	Hot Leads Drive Pipeline Generation	Pipeline Conversion
Revenue Operations, Sales Leadership	Marketing, BDR/SDR, and Sales Leadership	Product Marketing and Sales Enablement



What are the benefits?

ICP Targets & Territory Plans	Hot Leads Drive Pipeline Generation	Pipeline Conversion	Measurement & Optimization
Revenue Operations, Sales Leadership	Marketing, BDR/SDR, and Sales Leadership	Product Marketing and Sales Enablement	Revenue Operations, GTM Team

The ROI of Modern Lead Scoring.

	Overall ICP Lead Composition	Sales Outbound Efficiency	Marketing Inbound Efficiency
Q3 2022	No Change	33% Improvement	102% Improvement
Q1 2023			

Lead composition is unchanged, but how we sell and service each segment is having a huge impact on efficiency.