

Lead Management: Strategy Execution



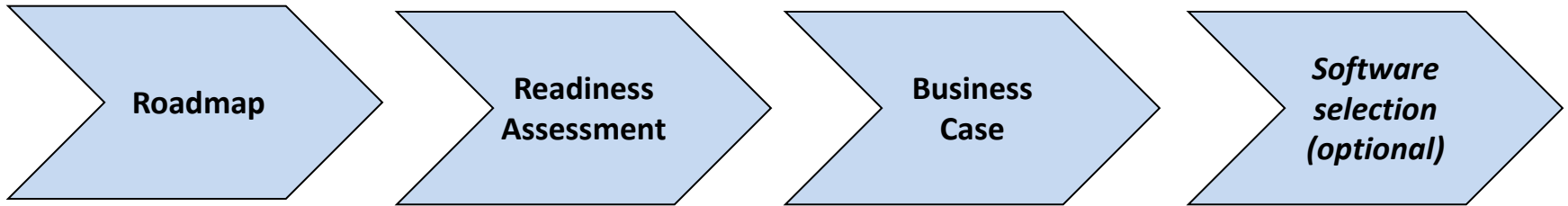
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**MARKETING
TO SALES**

DELIVERING DOCUMENTED TRADE SHOW ROI



Defines where you are now, where you want to be, and over what period of time	Reviews issues relating to company culture and business environment	Captures business requirements	<i>Develop mechanisms to score lead management options</i>
<p>Looks at prospect definition, lead scoring, rating and distribution.</p> <p>Reviews lead nurturing roadmap, distribution, pipeline review, results reporting. Collects feedback on lead quality.</p>	<p>Identifies gaps in best practices in lead management and sales/marketing alignment to bring business units into the process early.</p> <p>Technology issues, detailing where components are not present or not able to support your initiative.</p>	<p>Identify stakeholders and select metrics.</p> <p>Baseline current performance.</p>	<p><i>Includes usability, integration, costs, viability, costs, services and objectives</i></p> <p><i>Develop sample lead management tools.</i></p>
<p>Assesses integration with CRM or other lead management /marketing automation software.</p>	<p>Outlines where business processes need improvement / redesign.</p>	<p>Convert to financial results.</p>	<p><i>Assist in evaluating options.</i></p>