# Gartner Survey:

# CEOs/CSOs Top 3 - 2025 priorities for the success of their business

## Percent of responders

1. **Improving pipeline creation and sales development**   **@ 51%**

2. **Increasing returns on key/strategic global accounts**   **@ 30%**

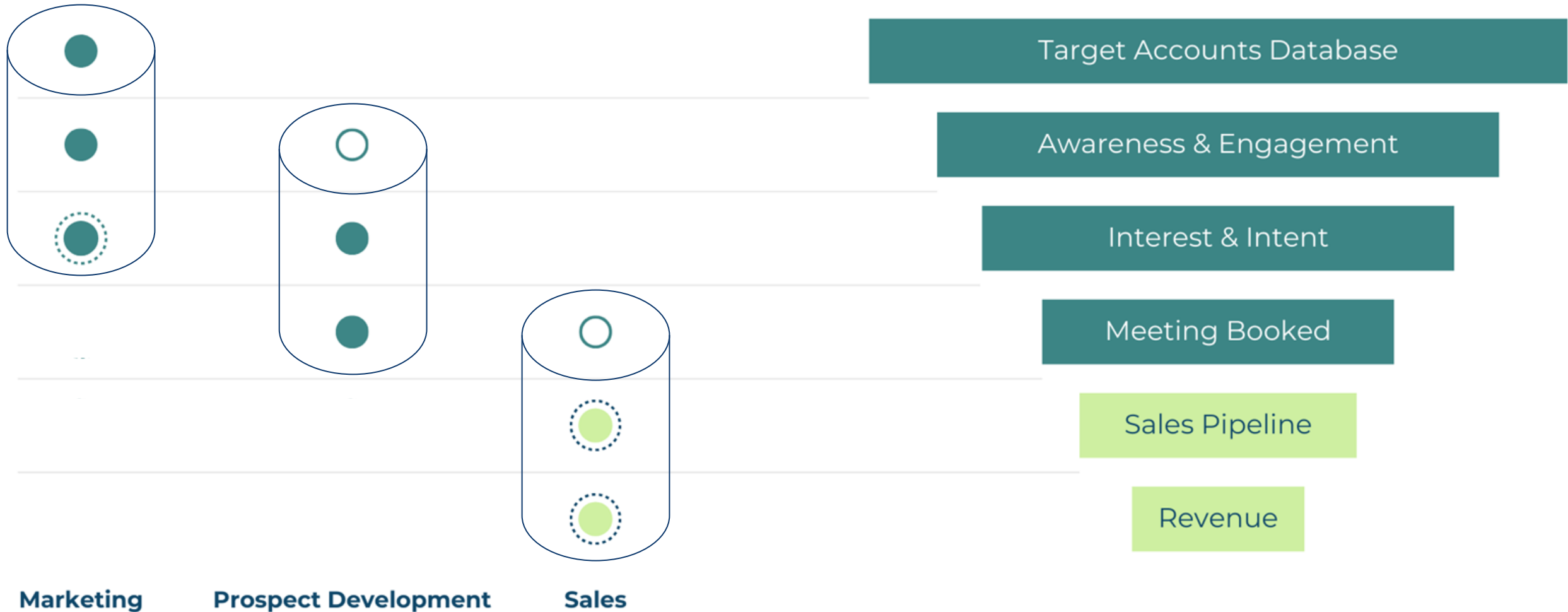3. **Improving sales manager effectiveness**   **@ 26%**
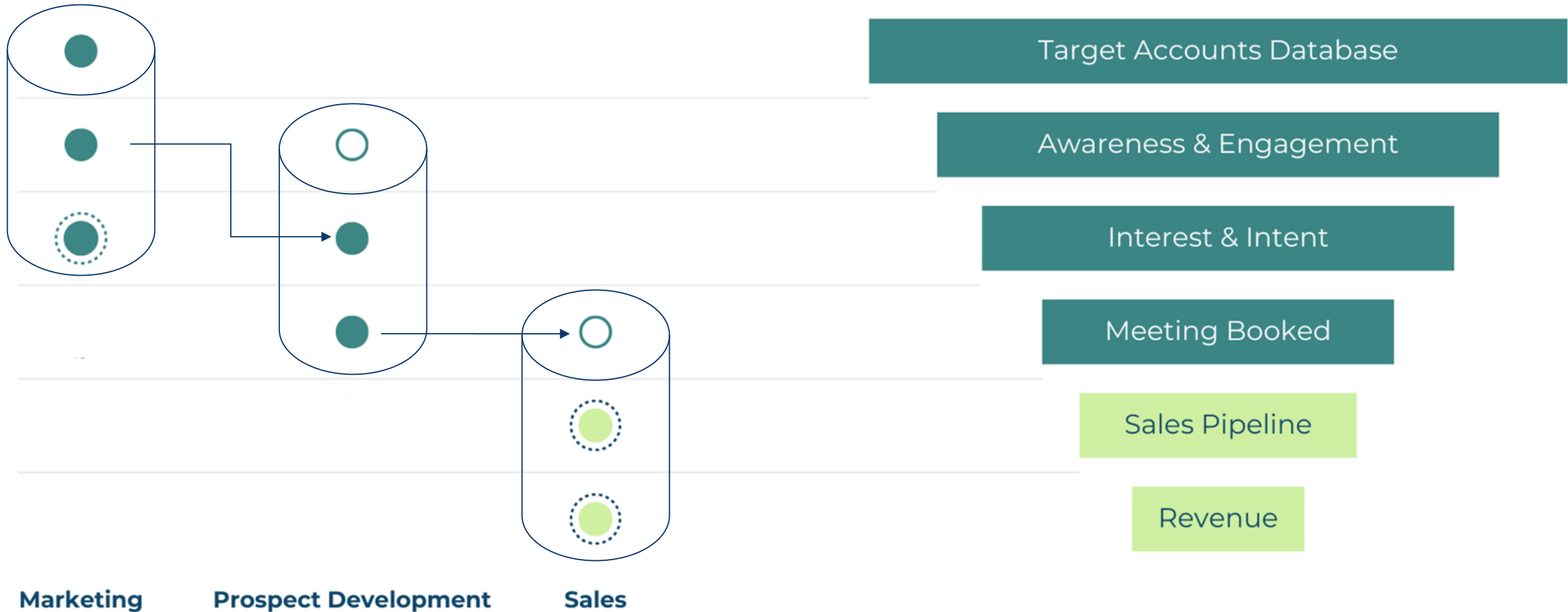
# What is Revenue Operations?

AKA RevOps

- Connective tissue between teams in revenue org
- Links all revenue-related activities in an organization
- Integrates marketing + prospect development + sales + customer success
- Ensure all are working towards the same goals

Revenue is the critical KPI for everyone, even *Marketing*

# Team Silos in the Funnel

# Team Silos in the Funnel



Marketing   Prospect Development   Sales

Target Accounts Database
Awareness & Engagement
Interest & Intent
Meeting Booked
Sales Pipeline
Revenue

# Breaking Silos in the Funnel
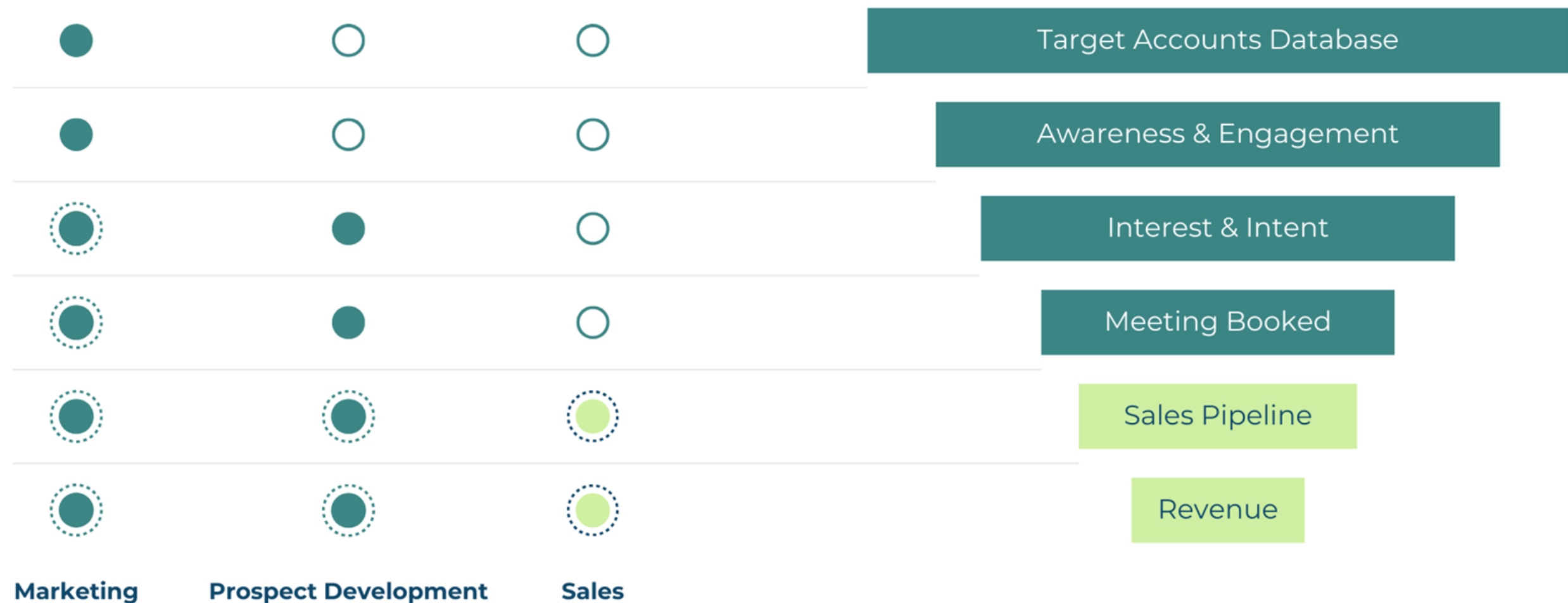
# Marketing's Role – Everyone's Role… Drive Sales Pipeline



## It all starts with the buyer's journey
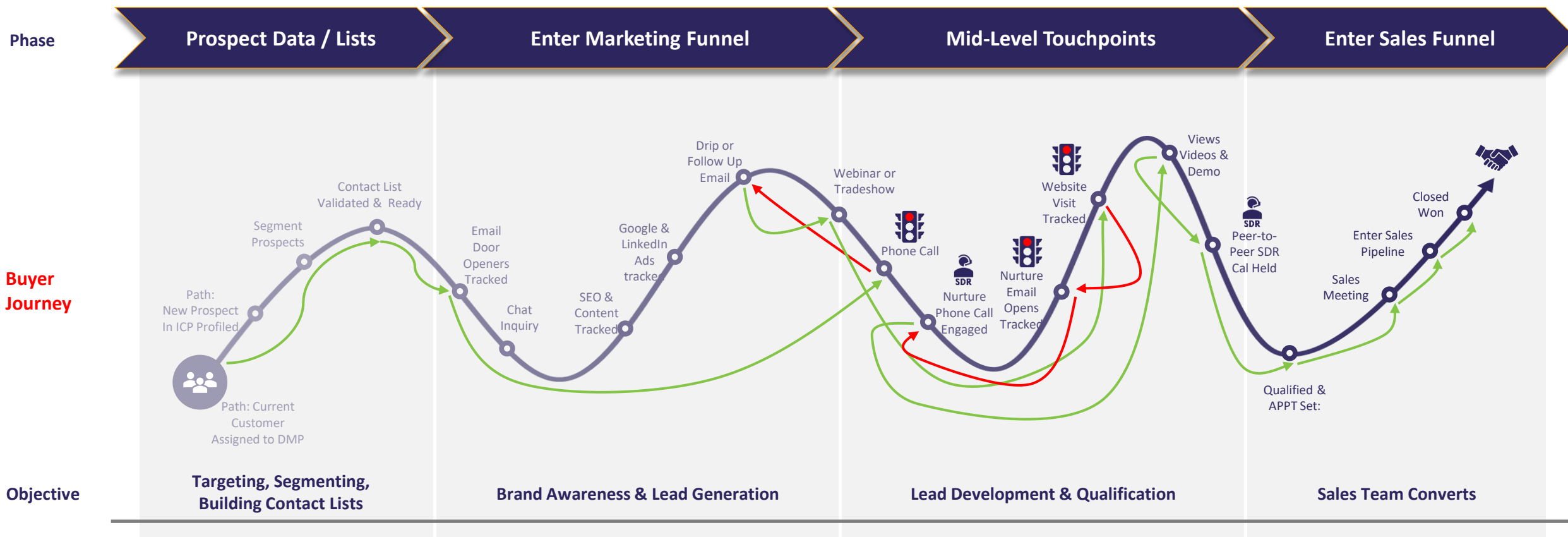
## Most problems can be found under the 4 Pillars of the Buyer Journey



**Master the 4 Pillars**

DIRECT MARKETING
PARTNERS

**Data**

DIRECT MARKETING
P A R T N E R S
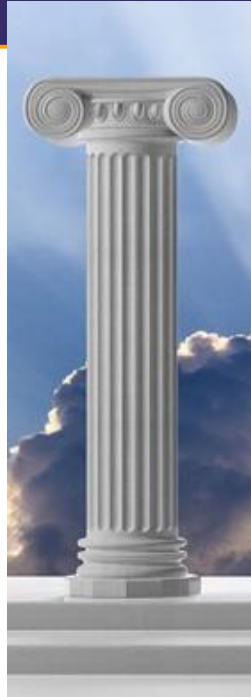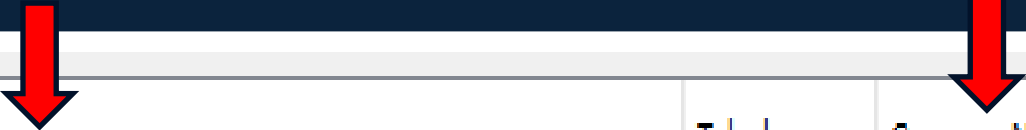
# Database Audit & Assessment

| Field Name | Missing Data Count | Percent Missing | Present Data Count |
|---|---|---|---|
| Home Phone | 2514 | 100.00% | 0 |
| Other Phone | 2514 | 100.00% | 0 |
| Sub Industry | 2513 | 99.96% | 1 |
| Mobile | 2337 | 92.96% | 177 |
| Mailing Zip | 1519 | 60.42% | 995 |
| Mailing Street | 1509 | 60.02% | 1005 |
| Mailing Country | 1494 | 59.43% | 1020 |
| Industry | 1437 | 57.16% | 1077 |
| LinkedIn Profile | 1007 | 40.06% | 1507 |
| Phone | 585 | 23.27% | 1929 |
| Title | 188 | 7.48% | 2326 |
| Mailing State | 149 | 5.93% | 2365 |
| Mailing City | 104 | 4.14% | 2410 |
| Email | 29 | 1.15% | 2485 |
| First Name | 16 | 0.64% | 2498 |
| Full Name | 14 | 0.56% | 2500 |
| Last Name | 14 | 0.56% | 2500 |

# Data: Account & Contact List Buildouts

| First Name | Last Name | Title | Telephone | Company Name | Campaign | Source | Disposition |
|---|---|---|---|---|---|---|---|
| Cameron | Schulz | Senior Manager, Engineering Battery Npd | 2627838630 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-10-23 | No Message Left |
| Joel | Richards | Senior Manager, Project Engineering Battery Systems | 2627906571 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-10-23 | No Interest - Ref... |
| Michael | Kolden | Manager, Battery & Charger Engineering | 2627838445 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-10-23 | Direct Line VM |
| Nick | Oblamski | Group Manager, Engineering Battery Systems | 2629239020 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-10-23 | LinkedIn Request... |
| Sheeks | Samuel | Manager, Battery & Cell Development | 2627813600 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-10-23 | No Message Left |
| David | Wein | Vice President, Environmental, Health, Safety & Sustainability | 2627882126 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-1-24 | LinkedIn Invitation |
| Gene | Stidham | Senior Manager, Global Battery Safety | 2622654955 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-1-24 | Lead |
| Michael | Halverson | Director, Battery Systems | 2627838383 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-1-24 | No Message Left |
| Ryan | Damm | Manager, Npd, Advanced Engineering Battery | 2629239519 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-1-24 | No Message Left |
| Stephen | Nelson | Director, Logistics | 6628902731 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-1-24 | No Message Left |
| Anthony | Farrell | Senior Manager, Battery Chargers Value & Product Support E... | 2625054967 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-1-24 | No Message Left |
| Christian | Castro | Senior Manager, Electrical Engineering Battery & Charger Dev... | 4148823103 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-1-24 | Direct Line VM |
| Evis | Chavez | Manager, Shipping | 2627813600 | Milwaukee | Americase_EGF2303 | LB-DMP-BatteryBag-1-24 | LinkedIn Invitation |

**KEY:** Complete ICP database build-outs.   A) Target accounts   B) Buying team contacts

**Data** **+** **Digital Marketing**

**Data** **+** **Digital Marketing** **+** **Prospect Outreach & Development**

DIRECT MARKETING
P A R T N E R S

# Finding the Gaps – Master these 4 Pillars



**Data** **+** **Digital Marketing** **+** **Prospect Development & Outreach** **+** **KPI Metrics & RevOps Reporting**

# Bottom Funnel: Sales Pipeline Tracking

| Q2 | | Lead Type | Total: | | 16 |
|---|---|---|---|---|---|
| Keller Supply Company | | A Hot | Close Won | | 3 |
| Province Electric Supply | | B Engaged | No show | | 4 |
| American Bolt Corporation | | B Engaged | Disqualified | | 1 |
| M and A Supply | | B Engaged | In Process | | 8 |
| Johnstone Supply - Orange County | | B Engaged | Closed Lost | | 0 |
| Dominion Electric Supply Company Incorporated | | A Hot | | | |
| Swish Maintenance | | A Hot | | | |
| Ray Electric Supply | | A Hot | | | |
| Standard Air & Lite | | A Hot | | | |
| Wedco | | A Hot | | | |
| Adleta | | A Hot | | | |
| NB Handy | | B Engaged | | | |
| WireMasters | | A Hot | | | |
| RundleSpence | | A Hot | | | |
| Jackson Control | | A Hot | | | |
| Power/mation | | A Hot | | | |

Q2 Opportunities Identified = 16

Close Won · No show · Disqualified · In Process · Closed Lost
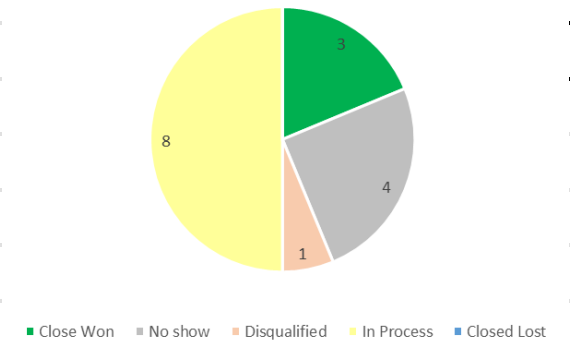
Full-funnel lead conversion metrics show progress into sales funnel and clos/won deals for full ROI analysis

# Bottom Funnel: Sales Pipeline Tracking

| Appt Date | Appt Time | Did Sales Engage Y/N | Meeting Held Y/N | Opportunity Y/N | Lead Assignment | Won/Lost Status |
|---|---|---|---|---|---|---|
| 6/21/2022 | 9:30 AM ET | Y | Y | N | Rep G | Disqualified |
| 7/1/2022 | 12 CT/ 1 ET | Y | Y | Y | Rep G | In-Progress |
| 6/29/2022 | 1:30 PM ET | Y | Y | Y | Rep G | In-Progress |
| 7/6/2022 | 3 PM ET | Y | Y | Y | Rep G | WON |
| 9/1/2022 | 2 PM CT | Y | Y | Y | Rep G | In-Progress |
| 9/6/2022 | 2:30 PM CT | Y | Y | Y | Rep G | WON |
| 9/28/2022 | 9 AM CT | Y | Y | N | Rep G | Disqualified |
| 10/5/2022 | 1:30 P | | | | Rep G | In-Progress |
| N/A | N/A | | | | Rep G | WON |
| 10/18/2022 | 2 PM | | | | Rep G | In-Progress |
| 11/1/2022 | 11 AM | | | | Rep G | Disqualified |
| 11/16/2022 | 2:30 PM PT | Y | Y | | Rep G | WON |
| 12/20/2022 | 10:30 AM ET | Y | Y | Future | Rep G | |

**Full-funnel lead conversion metrics, shows progress into sales funnel and closed deals for full ROI analysis**

| 39 | | 26 | 26 | 18 | | 8 |
|---|---|---|---|---|---|---|
| Appts set | | Sales rep engaged | Mtgs held | Opps | | Deal Wins |
| 100% | | 67% | 100% | 69% | | 44% |

# Full Funnel Marketing for Sales Pipeline Results

**Top Funnel Suspects**

Prospect database (ABM/Vertical)

**Marketing Qualified Lead**

Prospects that meet the basic qualifications criteria

**Sales Accepted Lead/Meetings**

MQLs that develop into qualified & sales-accepted stage

**Sales Qualified Lead/Proposals**

SALs that move into an active sales cycle

ICP Target Prospects

Closed Deal

**# in Prospect database**

**~11%** of Engaged prospects become MQLs

**~30%** of MQLs become SALs

**50%** of SALs become SQLs

**30%** SQLs Close

**Full-Funnel Conversion Metrics**

# RevOps:  End-to-End Sales Pipeline KPIs

**Prospect Database:**
**~810 Target Accounts**
~ 5,250 Contacts

## Top-Funnel
### AWARENESS

**~ 1,540**
WEBSITE ICP Tracked Visitor Activity

**~ 255**
Inbound prospect inquiries

**~ 8,000+**
Marketing Generated Impressions

### INTEREST

**~ 539**
Blog Posts & LinkedIn Views

**~ 1,173**
ABM Prospect lists provided to or from DMP

**~ 340**
IB Leads to DMP from marketing and or content syndication

## Mid-Funnel
### CONSIDERATION

**~ 4,930** Prospect records with  **~ 7,649**  outreach touches

**~ 4,007** Prospects engaged to date, now in nurture cycle, or future potential

### QUALIFIED

**~ 220** Prospects TCS completed scripts, needs discussed

**67** Prospects qualified near term meetings

**+ 14** Future opps identified

## BUYING CYCLE

**~ $ 675,000 Value**
9 deals/ closed won

**~ $ 1,950,000 Value**
# 26 deals in Sales pipeline

# Best Steps for CMOs and CROs...

View demand generation through the buyer's eyes

Master the 4 Pillars

Eliminate the silos

Deploy a full-funnel integrated process

Measure the end-to-end conversion metrics

Iterate the process to optimize the sales pipeline

**DIRECT MARKETING PARTNERS**

https://new.directmarketingpartners.com/co-intake/

# About DMP Your Partner

**Data**

**Digital Marketing**

**Prospect Outreach & SDR Engagement**

**KPI Metrics & Full-Funnel Reporting**

## A Connected Full-Funnel Set of Resources Under One Roof

## We're in the Orange Book

https://new.directmarketingpartners.com/co-intake/

DIRECT MARKETING PARTNERS

## Sales Pipeline As-A-Service

**Direct Marketing Partners**
**2045 Hallmark Drive Sacramento, CA 95825**
**800-909-2626 x4**

https://directmarketingpartners.com/

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**DMP has tested credentials with Chief Outsiders and we're in the Orange book**

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