



Use Case For Lead Gen/Sales Ops: Prospect Call Prioritization

You are the director of the inside sales ops department for your SaaS software company. You manage a team of five tele-marketers who are responsible for qualifying the leads they get from marketing to determine which of these leads are ready to be handed to the sales reps. In your mind, your team's job is to turn a "name" you get from marketing into a "lead" you can deliver to sales.

Marketing has just launched an email campaign for a new module to your company's software suite. From internal planning discussions, you know the goal of the campaign is to generate 500 new "leads" per week for the new product. The expectation is about 25% of these leads will be up-sell opportunities from existing customers. This is music to your ears because your experience is that the highest probability for closing new business is through up-sells to existing customers. Since you and your team get a bonus for opportunities closed on deals qualified by your team, these up-sell opportunities will be your team's highest priority.

As you get ready for the new leads from marketing, you start to smile. You think back to the

days before your company implemented VisitorTrack from netFactor. You remember the huge hit to productivity as your tele-marketing reps got inbound "leads" from marketing – really just names - that your reps had to manually sort to prioritize their calls. It would take each tele-marketer at least the first hour of every day just to figure out their call priorities for the day. Five reps for an hour each day at what you're paying your team meant it used to cost you nearly \$500 per week in productivity time before they could actually start making their calls!

But, that was before you and your marketing team started using VisitorTrack to automate the prioritization of the "leads" coming from marketing.

By setting the company identification filters in VisitorTrack (Tags and Triggers), the visitor names your team gets are easily identifiable and prioritized based on the selection criteria you have set.

Existing customers are tagged to make it easy for your reps to start with the highest probability for selling the new product. The pages viewed

by these visitors are identified so that your reps know what interests these prospects before they call them. And, the daily visitor reports are automatically segmented based on how you have assigned your rep territories which saves you time by not having to manually sort and distribute the leads to your reps. Life is good.

Your smile is now a grin.

netFactor Corporation is a leading provider of web visitor intelligence for B2B enterprises. netFactor's flagship information service, VisitorTrack®, delivers real-time insights on the web activities of business buyers who would otherwise go unnoticed. Why VisitorTrack? Because information is money. We believe the more information we can deliver about anonymous web visitors, the more sales executives can get ahead of their buyers' decision journey resulting in more sales and higher margins. For details, please visit www.netFactor.com.

