

The Nurturity Marketing Brief

Demand Generation
That Can Grow
Your Agency In
2010

2010

The Nurturity Special Marketing Brief

Sustainable Growth in
2010

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The State Of Agency Marketing

Marketing is not working very well in many agencies...

In a word, it's often pretty much an afterthought – something left up to the resources, network, and guile of producers.

Usually, it consists of shaking the referral tree, chamber events, and mixers.

And, when those don't work, sales people reluctantly get on the phone and start cold calling - hoping to stumble upon the “perfect storm” prospect (the right company, the person, the budget, at the right time).

The net effect is unpredictable and inconsistent growth.

What We've Learned

1. Most companies need between **5 and 25 times** more raw leads to fuel real growth
2. It takes vastly more time and effort to qualify and clean leads than most spend
3. Using sales people to prospect and qualify leads rather than sell is wasteful
4. It's a long, complex sale – good, consistent engagement is a must
5. Content is king – knowledge, learning, and value are what should be communicated

How It Looks When It Doesn't Work

When it is not working, it looks like this:

1. **See-saw lead generation.** One month, there are many raw leads, the next month there are few. When salespeople work on closing, lead generation stops (and vice-versa). In most companies, each salesperson uses their own method, model, and criteria for identifying leads.
2. **Poor lead quality.** Because there is seldom an effective lead washing process, leads range from ideal to completely unsuitable – and the producer is left to judge this on their own. Even when a lead *is* sold, management complains that many accounts aren't profitable because of client size or product mix.
3. **Sales people spend an overwhelming amount of valuable time trying to make the initial connect with leads.** Sales people spend countless hours trying to chase down leads that may or may not have any interest – wasting precious time washing &

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qualifying leads when they could spend that time selling. Worse, they just don't do it at all.

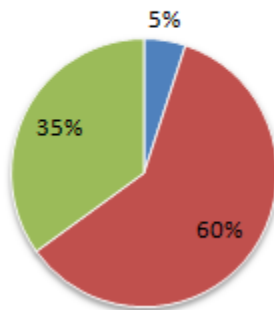
4. **The sales process is impatient.** When an otherwise qualified prospect isn't ready to buy right now, they often slip through the cracks. Sales people focus on the "hot" lead, and may fail to follow through with everyone else.
5. **The sales process is a black box.** Because management has no visibility of the true sales process, they cannot pinpoint where it breaks down, or exploit what works well. Every month's sales numbers are a surprise at the end of the month, and they rarely have the ability to proactively affect the process – they simply react to the monthly numbers.

The Real Dollars & Cents of Sales

Companies that task sales people with marketing are getting a lousy deal.

Selling is changing. And, few managers realize that they're paying their most expensive staff to do the least expensive work in the sales process.

The Insurance Sales Process



That's because what we think of as "sales" really looks like this chart:

- 60% - Lead Generation & Qualification
- 35% - Building trust, rapport, & credibility
- 5% - Selling

When we pay sales people to do anything other than sell, it means we're paying the most expensive talent top dollar for what is essentially marketing operations work.

Only when the prospect is past the 95% of the effort are they ready to be sold.

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Our Approach – Identify, qualify, develop, nurture, score, sell

We've learned that it takes a number of distinct capabilities working together to create and maintain a flow of new business in an agency:

1. Lead Generation
2. Lead Qualification
3. Drip & Nurture Marketing
4. Call Center Engagement
5. Producer-Driven Sales

Sustainable growth companies have a solid, integrated, marketing and sales process that consistently produces high-quality at-bats with qualified leads.

These are the key principals we see time and again in sustainable growth companies:

1. **Lead generation is rock-solid** - a consistent, multi-faceted, *sustainable process*
2. **Lead quality is very high** - every lead is cleaned, qualified, researched, and classified
3. **Every lead is pre-qualified** - leads who are ready to engage are passed to sales people
4. **The "buying experience" is long-term** - it can last 2 weeks, 2 months, or 2 years
5. **Systems ensure consistency** - follow-through failure is eliminated
6. **They measure** – with technology that measures all sales effort - not just results

However, getting these right takes a lot of time, money, and people. It requires management focus to sustain. It requires automation to manage.

The Nurturity Shared Customer Acquisition Platform changes all that.

The Nurturity Shared Customer Acquisition Platform is a ready-made collection tools that provide:

1. Lead qualifying, washing and appending using the Ideal Prospect profile.
 2. Multiple long and short-term drip marketing campaigns.
 3. Internal lead scoring.
 4. An included web-based sales process management system.
 5. Enhanced agency owner and producer reporting (weekly /monthly)
 6. A simple, measurable, step-by-step process that involves the producer in the initial prospect engagement.
 7. Certified Prospect Engagements (CPE).
 8. Producer hand-offs.
 9. Phone appointments.
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10. At-Bats.

Like its name implies, the Nurturity Shared Customer Acquisition Platform is an end-to-end solution.

We help you identify your “ideal prospect”, then using proprietary processes, people, and technologies; we provide your sales people the number of at-bats you need to make your numbers. We help lead prospects to the next plateau in your sales process. Finally, we eliminate the sales as a “black box” – and provide you tools to manage performance.

Every month - guaranteed. It couldn't be easier.

The Nurturity Shared Customer Acquisition Platform opens up every part of the marketing and sales process to scrutiny and measurement. It provides key information showing where the process works and where it doesn't.

It creates a marketing and sales machine that becomes a business asset that will never walk out the door like a sales manager or key sales people.

Unlike SalesForce.com or other “tools”, it is a results-based tool – consisting of people, services, technology, strategies, and tactics.