

STRATEGIC SALES MANAGEMENT

Sales Intelligence and Analytics

DR. KALPAK KULKARNI

DEPARTMENT OF MANAGEMENT STUDIES, IIT ROORKEE

Learning Objectives:

After going through this module, you should be able to:

✓ Understand the meaning and role of Sales Intelligence

- Learn role of data for Sales Intelligence
- Define and create Ideal Customer Profile (ICP) using Sales intelligence
- Learn to apply data-driven approaches to selling: Basic and Advanced
- Use Social Media for lead generation

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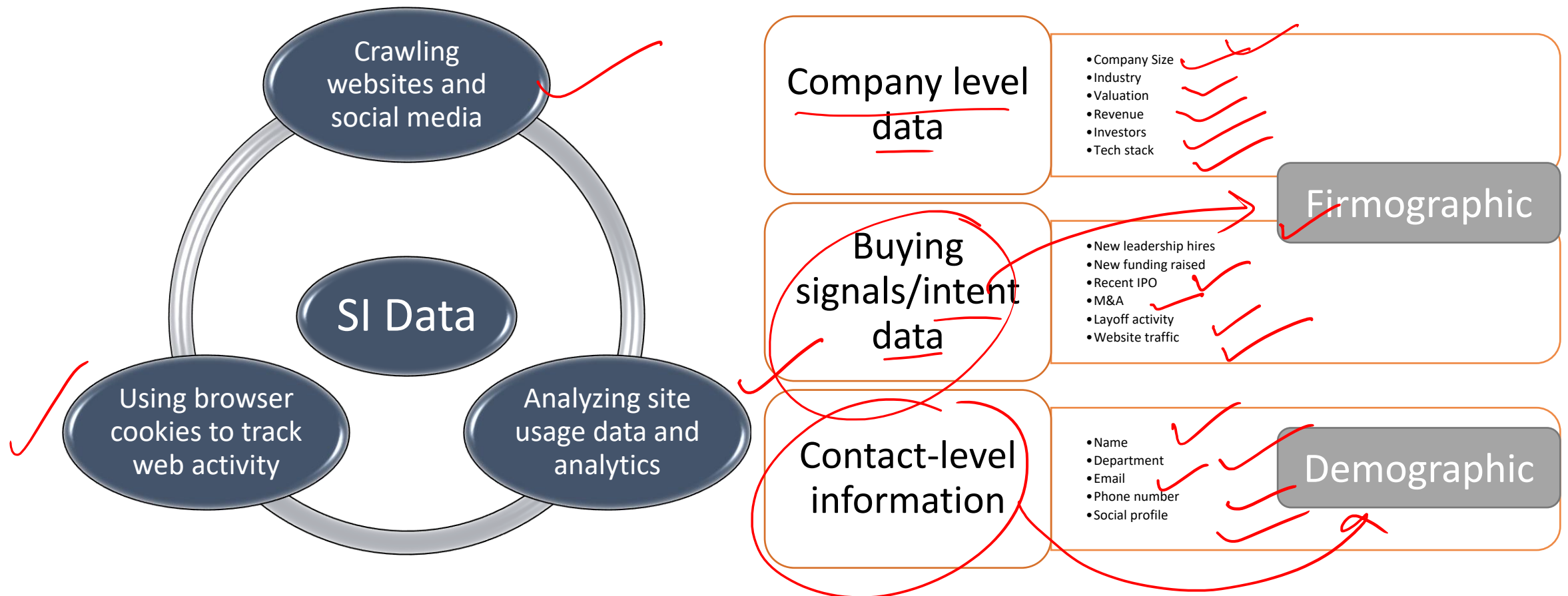
Data for Sales Intelligence

Data is the fuel for sales intelligence

- ✓ **Data** – Rich, accurate, and up-to-date
- Data** – Most detailed picture of your prospect
- Data** – Right e.g. self-entered data, as this is more likely to be accurate
- Data** – Robust, e.g. Lead's name, job title, email address, mobile number, and more
- Data** – Real-time, e.g. Lead's interest, lead qualification, etc.
- Data** – Clean, NOT wasting time chasing the wrong lead
- Data** – Quality, Synced, modified, and enriched across systems

Data for Sales Intelligence

Where does sales intelligence data come from?



Data for Sales Intelligence

Where does sales intelligence data come from?

Sales intelligence data may surface after reviewing...

- Why your current customers converted.
- The intent of your prospects and customers throughout the buyer's journey.
- The behaviors of your customers throughout the buyer's journey.
- The specific needs and challenges your buyer personas and customers face.
- The unique characteristics of your buyer personas and target audience.
- The level of satisfaction and loyalty your customers feel toward your brand after a deal is finalized.

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Intent Data

87% of shoppers research products online before they make a purchase?

-Salesforce and publicis.sapient

- They're performing online searches, reading relevant content, and comparing different options that can address their pain points.
- Intent data is a behavioural dataset that indicates what a business or an individual is interested in.
- It predicts whether a buyer intends to invest in your (or similar) products or solutions.

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Intent Data

- Intent data is type of sales intelligence that shows which leads or accounts are actively researching on **third-party sites**.
- When research on a particular topic is higher than usual, the account spikes on those topics.
- Sales and marketing teams armed with ~~these behavioral signals can then prioritize accounts that are spiking on relevant topics over equally qualified accounts that don't show intent.~~
- When used correctly, B2B intent data boosts **conversions and sales.**

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Intent Data

- Sales and marketing teams find accounts that research topics relevant to their business through the online consumption of:
 - Product reviews ✓
 - Infographics and blogs ✓
 - Product comparisons ✓
 - Message boards like Quora.com ✓
 - Case studies ✓
 - General news ✓

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Intent Data

How to collect buyer's intent data?

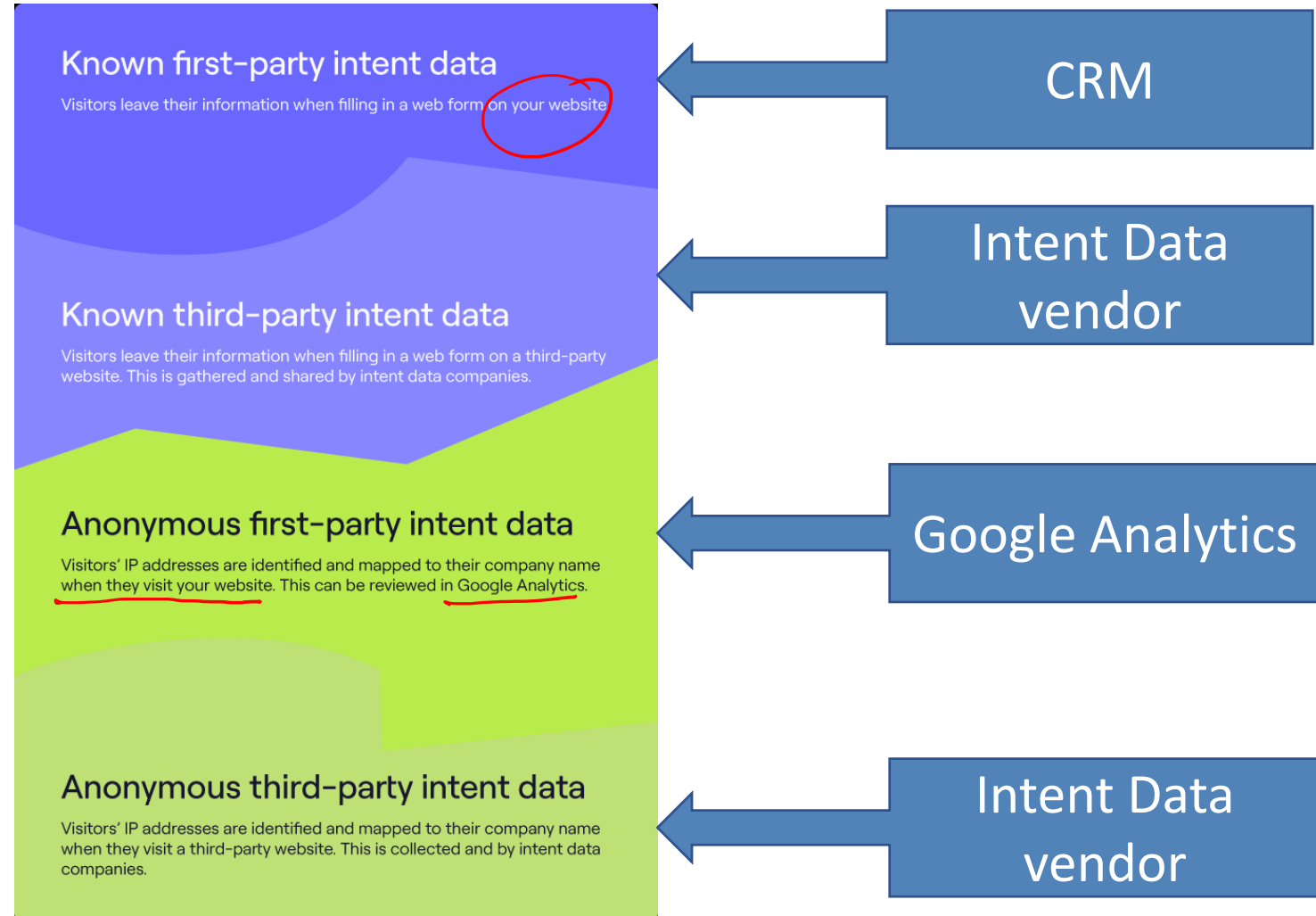
To generate a “spike,” data vendors’ algorithms typically factor in several indicators including:

- Amount of content consumed ✓
- Number of consumers ✓
- Types of content consumed ✓
- Time on page ✓
- Scroll speed ✓

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Intent Data - Types

- **Chronographic data** gives you sales triggers - events that signify a potential interest.
- **Intent data** shows you when your ideal customers are actively researching solutions like yours.



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Intent Data

There are five main use cases for sales and marketing teams using intent data :

- **Identify early buyer interest** - Purchase intent signals help identify which companies are actively researching your solution — before they fill out a form on your site or engage with your sales team.
- **Build targeted account lists** - Sales team can dynamically filter outreach lists for accounts that show active interest.
- **Personalization** - Sales teams can better personalize initial outreach with resources that match whatever accounts are already looking for.
- **Lead scoring and prioritizing accounts** - Use predictive purchase data to weigh your lead scoring model. Give priority to companies that demonstrate interest and purchase intent.
- **Analyze and retain customers** - Get real-time visibility into which customers are researching topics and solutions. These insights about existing customers make it possible to up-sell proactively and identify pain points.

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Buying Signals

Buying signals are the actions potential customers take that indicate they're close to making a purchase.

- They're customers' **verbal** buying signals—the cues your sales agent homes in on when talking to a prospect.
- And they're **online** buying signals—the data trail—that prospective buyers leave as they research solutions online.

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Buying Signals

- **Buying signals in marketing** are essential for **qualifying leads** by showing prospective buyers the right content at the perfect time.
- **Buying signals in sales** combine verbal cues and intent data, positioning your team to **tailor prospect-focused communications**.

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Buying Signals

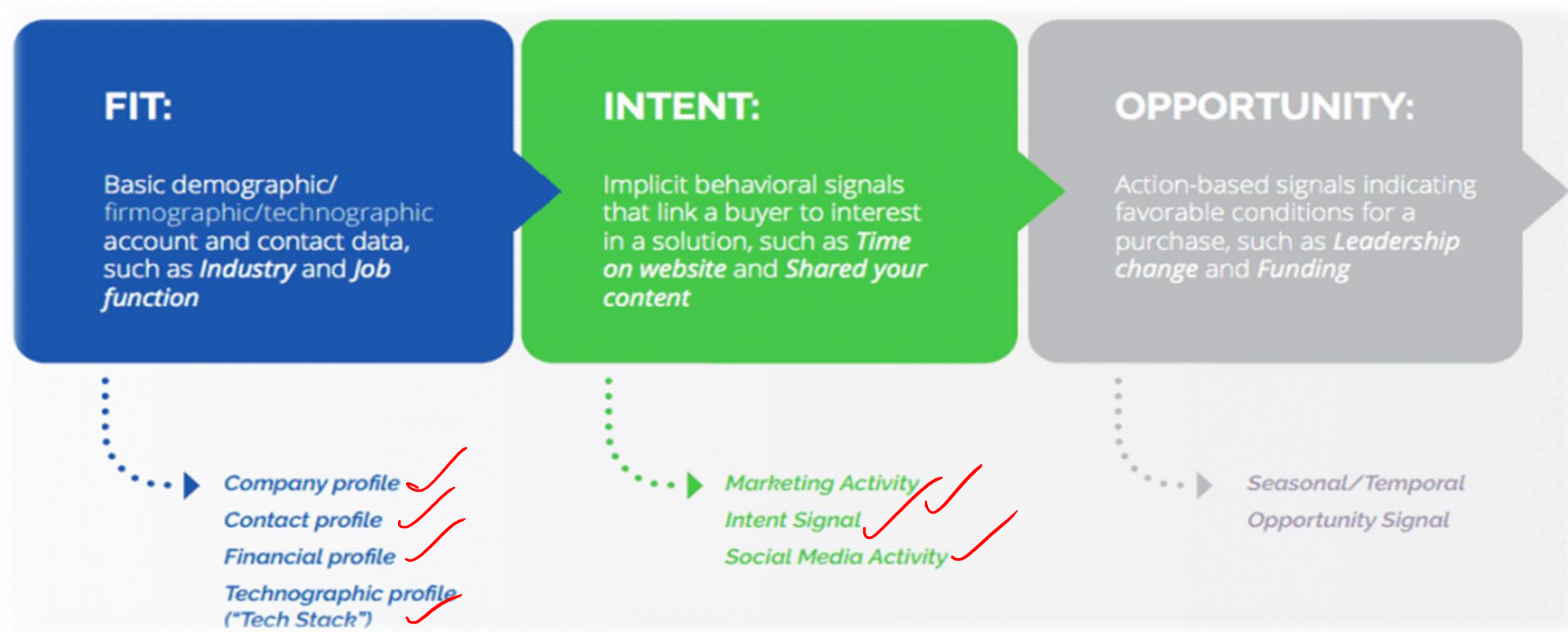
There are many buying signals that offer valuable insight into who your prospects are.



Source: socedo

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Buying Signals - Examples of data-based buying signals



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Benefits of intent data and buying signals

Lead Scoring

rank prospects in order of intent

Cold calling

Already know the pain points

Reduce churn and upsell

Improve your offering

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Lead Scoring

- Lead scoring is a method of assigning numeric values to the leads based on their behavior related to their interest in a company's products or services. It is the way of qualifying leads commonly used by sales and marketing teams.
- *For example*, a lead that has signed up for a newsletter subscription gets a lower lead score than the lead that has signed up for a free trial or product demo.

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Lead Scoring

- Lead scoring is a **process of ranking leads** based on different attributes and data points to assess their readiness to buy.
- Using a **predetermined scale** helps identify which leads are valuable to your business and increase conversion rates.
- You can build models to score leads based on the following criteria:
 - Intent data
 - Firmographic data
 - Prospect behavioral data
 - Engagement with your organization
 - Lead source

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Lead Scoring – Why it is important?

“Organizations that use lead scoring experience a 77% lift in lead generation ROI, over organizations that do not use lead scoring.”

-Marketing Sherpa

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Lead Scoring – Why it is important?

Identify the sales readiness of your leads

Identify up-sell/repeat sale opportunities

segment and target leads

Align your sales and marketing teams

Make data-driven decisions

Calling Leads: first-come-first-serve Vs. **Hot Leads**

Lead scoring helps identify leads that match your customer profile and prioritize sales activities accordingly.

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Lead Scoring – Why it is important?

Identify the sales readiness of your leads

Identify up-sell/repeat sale opportunities

segment and target leads

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Make data-driven decisions

Source: leadsquared.com

If you suddenly see that a 1-year-old customer has suddenly started accumulating engagement scores again, in all probability, they want to buy again and are looking for options. An email or a call from sales at this point would result in a quick closure.

“The odds of contacting a lead if called in 5 minutes are 100 times higher versus 30 minutes. The odds of qualifying a lead if called in 5 minutes are 21 times higher versus 30 minutes.” (Forbes)

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Lead Scoring – Why it is important?

Identify the sales readiness of your leads

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Make data-driven decisions

Identify different **brackets of engagement** and **create customized offers** to push your raw opportunities to conversion.

Ex: Facebook as the source from where the engagement scores have recently been higher. Therefore, you can put more money into Facebook.

Source: leadsquared.com

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Lead Scoring – Why it is important?

**Identify the sales
readiness of your leads**

**Identify up-sell/repeat
sale opportunities**

**segment and target
leads**

**Align your sales and
marketing teams**

**Make data-driven
decisions**

Having data-driven proof of lead quality can help marketers better understand who they're attracting for the sales team, what the high-scoring leads have in common, and where adjustments need to be made to continue attracting better leads.

Source: leadsquared.com

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Lead Scoring – Why it is important?

Identify the sales readiness of your leads

Identify up-sell/repeat sale opportunities

segment and target leads

Align your sales and marketing teams

Make data-driven decisions

Identify what kind of offers have driven higher engagement in the past (like a survey/contest)
Also help you understand your audiences' **interests in your products** or services – to identify **popular products**

Source: leadsquared.com

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Lead Scoring – Methods

Engagement scoring

Demographic lead scoring

Predictive lead scoring

Rule-based lead scoring

- The engagement score is calculated based only on **engaging activities** and a **timeline** (say last 30 days) that you specify.
- Assign different scores to the types of interactions
Ex: visiting a pricing page vs Career page
- **Marketing Related Activities**
 - a) Newsletter subscription form filled = +2
 - b) Product Inquiry form filled = +20
 - c) Unsubscribe or email bounce = -50
- **Sales Related Activities**
 - a) Salesperson had an awesome conversation = +30
 - b) The prospect said not interested to buy your product or service = -100

Source: leadsquared.com

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Lead Scoring – Methods

- Assign scores based on a prospect's demographic info such as age, gender, location, income group, past purchase with your brand, and more.

Engagement scoring

Demographic lead scoring

Predictive lead scoring

Rule-based lead scoring

SET YOUR CUSTOMER PERSONA

Age Group	25-45 years
City	Delhi, Mumbai, Pune
Job Level	CEO, CTO, VP
Earnings (p/a)	12,00,000 - 15,00,000

LEADS	QUALITY SCORE	QUALIFIED
	8/10	☒
	3/10	☐
	5/10	☐
	9/10	☒
	4/10	☐

Source: leadsquared.com

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Lead Scoring – Methods

Engagement scoring

Demographic lead scoring

Predictive lead scoring

Rule-based lead scoring

- Uses an **algorithm** to analyze historical data within your CRM and tells you which accounts/leads are most likely to convert.
 - Important attributes are automatically chosen based on common factors derived from deals that were won and lost.
 - It basically **identifies** trends and patterns from the past and **generates a prediction** for the future.
- ✓ **Reliable and Accurate**
- ❑ **Hug data - proper analysis**
 - ❑ **Mark accounts** - won/lost or customer/prospect

Source: leadsquared.com

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Lead Scoring – Methods

Engagement scoring

Demographic lead scoring

Predictive lead scoring

Rule-based lead scoring

- Contrary to predictive scoring, rule-based scoring works on a set of predefined rules.
- You set up your lead scoring workflow manually
- Ex: While creating the landing page, you can define backend actions, such as:
 - Send an automated email with the ebook pdf link ✓
 - Add leads to a particular list ✓
 - Increase lead score by X ✓

Source: leadsquared.com

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Lead Scoring – Tool?

- Some of the best lead scoring CRMs available in the market are:
 - **LeadSquared**: Supports quality scoring, engagement scoring, and lead scoring
 - **HubSpot**: Supports predictive lead scoring
 - **Zoho**: multichannel lead scoring
 - **Salesforce Essentials**: Supports third-party lead scoring integrations
 - **ActiveCampaign**: Suitable for lead scoring based on email campaigns
- Apart from these, you'll also find specialized tools for lead scoring. Some of the best ones are:
 - **Slintel**: Utilizes data to analyze buyer journeys, technology adoption patterns, and more
 - **Infer by Ingnitotech**: Best for predictive lead scoring and profile management
 - **Madkudu**: Uses data science-based models for lead prioritization
 - **Breadcrumbs**: Scoring based on recency and frequency of engagement
 - **SalesPanel**: A specialized tool for lead qualification