



Make More of Your Time with MQL

Marketing-qualified Lead Management Service



INTRODUCTION

A human to human telemarketing approach is a common practice for most businesses to relay a business proposition and to identify sales opportunities. People buy people.

Whether you use an internal telemarketing team, or have adopted an outsourced approach, a pivotal part of ensuring streamlined lead follow up is committing adequate time to:

- Lead handover (from lead originator to the sales team)
- Sales team efficiency (actioning next steps, dispatching a calendar grabbers, sending introductory emails etc)
- Making introductory courtesy calls (to further qualify information gathered from the lead report)

Your customers are busy people and any contact with them must be appropriate, timely and relevant. This can be a challenge when using internal functions and 3rd party agencies. External parties often have their own processes to adhere to, such as quality control and vetting of lead content, which can result in a delay of 1-2 days before a lead reaches your sales team. This may not sound like a lot, but at the early stage of prospect engagement, time really is of the essence!

CPB's MQL Management service, combines expert telemarketing with your very own 'personal assistant' to start the lead management process as soon as a lead is qualified.



OVERVIEW

CPB's MQL Management service works in parallel with our well-established range of telemarketing options; lead generation, event promotion, channel development and lead nurturing.

Having worked solely within the IT Industry since 1998, CPB has developed a broad understanding of the technologies and the routes to market involved, as well as the intricacies faced in ensuring streamlined lead handover and follow up.

The MQL Management service has been designed to;

- Bridge the gap between CPB's agents and your sales team
- Create a unified and transparent approach to lead generation and follow up
- Give your sales team the best chance at penetrating new accounts/projects
- Eradicate the classic scenario of an end user stating "I don't remember ever speaking to anyone" when lead follow up is a little tardy

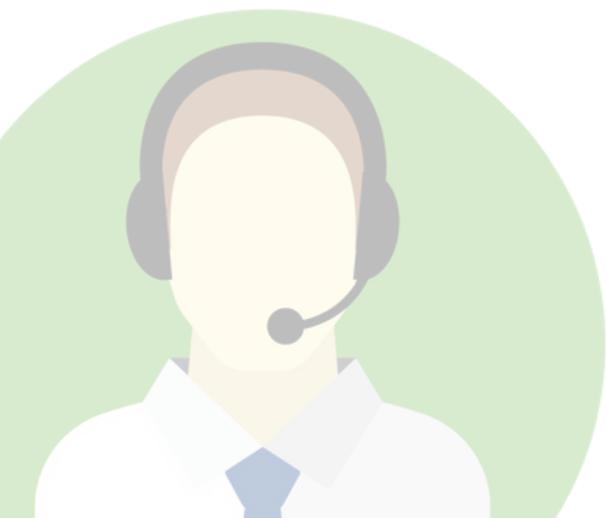
What is needed for the MQL Management service?

- Remote access to your email platform
- Visibility of sales teams' calendars

What will the MQL Management service offer you?

- Dedicated remote mailbox resource (or as we like to call it "your very own lead PA")
- Remote mailbox and calendar management
- Instant response to, and securing of, a lead's follow up action (date/time)
- Direct contact details for your aligned CPB lead generation agents, meaning your Account Managers can pick up the phone and discuss lead details with informed personnel at a time to suit them
- Chasing for calendar grabber acceptance from the end user
- Publishing opportunities to your sales team (when the appointment has been accepted by the end user)
- Assisting with re-engagement if the end user wishes to change the date/time (up to a maximum of 8 attempts across the campaign duration)
- Nurturing an opportunity if timescales change due to unforeseen circumstances within the end user's business (this will take place throughout the campaign duration and up to a maximum of 8 weeks after campaign completion)

Please note: Your dedicated remote mailbox resource will not be responsible for re-engaging an account that your own Account Manager can no longer attend; this task will sit within your business.



Let's Get Planning

Step 1 - A campaign briefing takes place to plan your telemarketing campaign and agree on: your target data demographics, the proposition being taken to market, preferred call to action and lead timescales. During the briefing, collateral for any digital, social or emarketing activities that are running alongside the campaign are also agreed. This briefing is aimed at ensuring that the client's expectations are in line with market expectations and what CPB believes is achievable.

Step 2 - The MQL Management process is scoped out. This involves discussing the following; the number of Account Managers that opportunities are being aligned to, agreeing on calendar sharing, setting up of a remote mailbox alias and the creation of a defined list of all necessary collateral and resources.

Step 3 - Timescales are agreed for all activities and a schedule for activity dispatch is created. This can include an onsite (or webex) meeting with CPB to meet your full delivery team.

Step 4 - A briefing document is prepared by CPB and circulated for approval. It is this that forms the basis for educating CPB's marketing services agents on the campaign. Additionally, a data list is created, based on your target demographics. The list is shared with you securely for review and for all necessary exclusions to be applied. Finally, emarketing, digital marketing and social (if applicable) comms are set up, ready for dispatch.

OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

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CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products.

CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs.

Our team has now obtained over 75 accreditations from 20 vendors.



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