

# Creating a Cost Effective Prospect Care Program

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Like it or not, your company probably spends more than you think on acquiring new customers. Do you know what your total cost of acquisition really is?

Your total *cost of acquisition* might surprise you. Most companies selling expensive products or services over an extended period of time have a total *cost of acquisition* between 15%-25% of revenue.

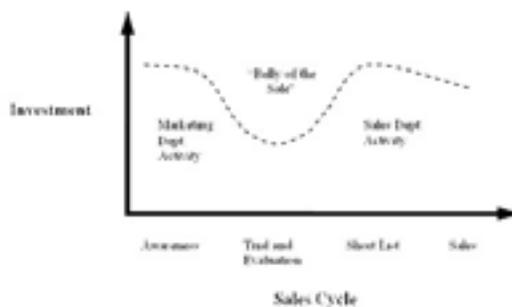
To determine your total cost of acquisition, use this easy method of calculation:

1. Take this year's revenue
2. Subtract retained revenue from last year
3. The resulting number is "new revenue" for the current year
4. Tally ALL the costs associated with marketing and sales
5. Divide your total cost for marketing and sales by your total "new revenue" to get your cost of acquisition expressed as a percentage

## Eliminate the gap between marketing and sales

Most technology companies divide their spending between marketing and sales, two separate departments with two separate budgets.

The marketing department invests in awareness and lead generation campaigns while the sales department invests in creating meetings and closing deals. If you plot the investment in marketing and sales against the lifecycle of a prospect (ranging from awareness to actual purchase), it would look like this:



Notice how the investment is polarized. Most of the costs occur at the very beginning and very end. But the prospect requires attention throughout the process. Successful companies are redistributing their total cost of acquisition to represent an even investment across the middle or "belly of the sale."

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## Our Services

### Sales



*Our goal is to understand your specific sales needs. Whether it's hitting your quotas or engaging with your ideal prospect – we are here to keep you on track.*

### Marketing



*Our specific demand generation and nurture programs are set in place to keep your buyer engaged at every point of the sales cycle. Stay in touch with your prospects via digital,*

### Research



*Do you understand your target audience? What are the trends impacting them? Can you quantify the issues? Do you need hard data and answers to tough questions? We do that.*

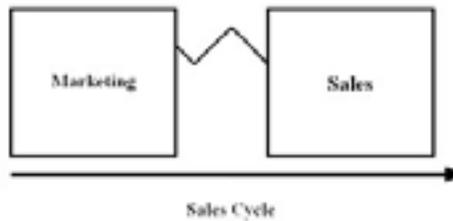
### Technology



*We specialize in Salesforce.com CRM and Pardot marketing automation consulting. If you need better contact or opportunity tracking, nurturing, scoring and analytics, we can show you how.*

### Synchronize the communications stream

In most companies, marketing takes responsibility for the first half of the pipeline while sales takes the second half. The relationship looks something like this:



In this model, there's a distinct hand-off at the mid-way point. The hand-off usually comes in the form of lead distribution. Other than a lead pass there is little interaction between the two departments.

To create a truly productive new business machine, marketing and sales need to synchronize efforts. Both their strategies and tactics should be unified to reflect an interdependent mission. Rather than a single hand-off point, the new model suggests co-managing the pipeline from beginning to end. The new model looks something like this:



### Manage the middle of the sale

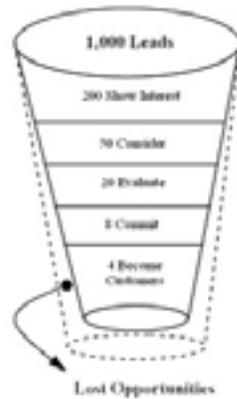
The best way to manage the middle of the sale is to nurture prospects through a Prospect Care Program. A Prospect Care Program demonstrates care on the prospect's terms—that is, giving them the information they need when they need it.

With a Prospect Care Program, marketing technique is married to good sales follow-up. Unlike traditional marketing campaigns where large groups of people receive a communication all at once, a Prospect Care Program provides communications at an individual level over an extended period of time through mail, e-mail or over the phone.

*“To create a truly productive new business machine, marketing and sales need to synchronize efforts.”*



The result of a Prospect Care Program is an increase in both the speed and number of prospects moving through the funnel. Even a small increase in the number of prospects moving from one step to another makes a big difference in the end. For instance, in a 5-step sales cycle, by increasing the number of prospects moving through each step as little as 3%-5%, you can double the number of sales.



The integration of marketing and sales practices happens when a single person from the selling organization is given complete authority over the timing and tenor of communications with the buyer to create a sustained dialogue and a set of mutually agreed upon next steps. Activities and accountability are clearly defined so that “B” and “C” leads are followed up as routinely as “A” leads.

A Prospect Care Program is typically handled by an inside sales team or an outside telemarketing unit. Don't be afraid to outsource this important bridge between marketing and sales. Assign specific roles so the entire process is managed by an individual for an individual, and you'll convert more leads to sales.

*“In a 5-step sales cycle, by increasing the number of prospects moving through each step as little as 3-5%, you can double the number of sales.”*



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