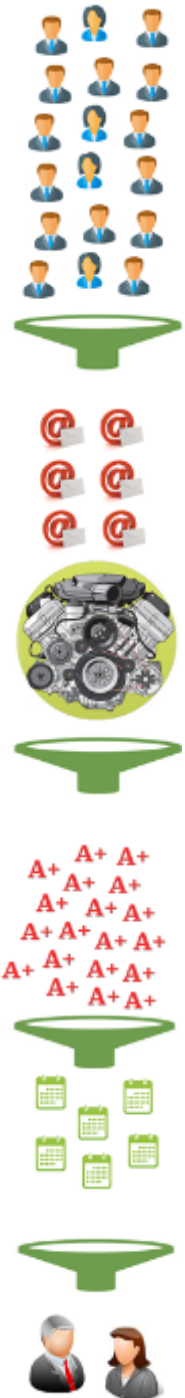




# What is Lead Scoring?

**How to Build a Sales System  
for a Consistent Flow  
of Sales Opportunities in 60 Days**

**A Guide for SMB Owners and Executives  
to Decide if Lead Scoring Makes Sense for Their Business**



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In 2016, we witnessed the near universal embrace of content marketing, with 93% of B2B “marketers” claiming they have at least tested content marketing in some part of their sales and marketing efforts.



(Forrester Research)

(Marketing Sherpa Survey)

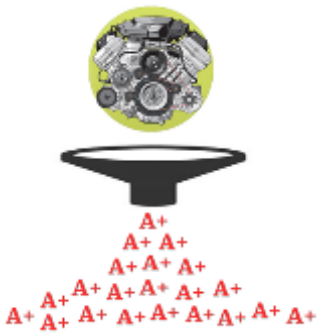
(Ascend2 “Strategies for Sustaining Success”)

- 82% want to be able to correlate content marketing to sales opportunities
- 52% want to ensure they can measure the ROI of their investment
- 35% claim a lack of budget

- Can lead scoring help me generate more sales qualified opportunities at a lower cost?
- What will I need to budget to prove the concept?
- Will it work for my business?

- What is lead scoring?
- Why does lead scoring matter?
- Will content marketing, lead scoring and marketing automation work for my business?
- How to decide if your business is ready for lead scoring.
- The basics of a lead scoring program.
- The ROI you should expect from a lead scoring campaign.

## What is Lead Scoring?



Lead Scoring is an objective ranking of one sales lead against another. Leads are ranked to prioritize what buyer targets are most likely to buy, and to determine where sales should focus their efforts first.

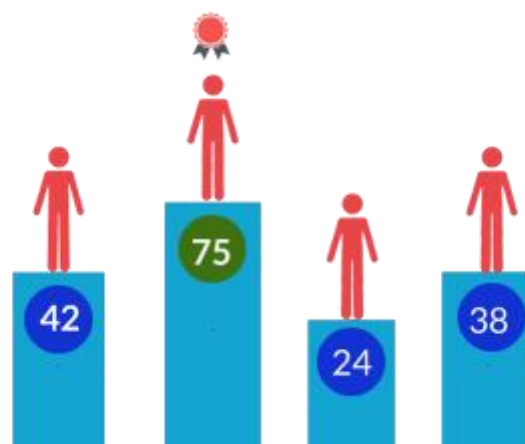
Until recently, most companies did this at the front end of the sales cycle by identifying what decision makers had budget authority and what verticals and industries had the greatest need. A company would then buy this list, hand the list to sales and have them cold call.

But with the rise of automation software and content marketing, you can now engage a buyer with your online content and measure and analyze a buyer's digital footprint. You can use this analysis to predict a buyer's level of interest and where they are in the buying cycle.

**Combined with targeting the right buyers, you can now prioritize leads based on a buyer's propensity to buy.**

Lead Scoring ultimately gives your sales team a prioritized list of leads based on:

- Right Vertical Fit and Company Size
- Buyer Title
- Their level of interest based on their engagement with your digital content



## Why Does Lead Scoring Matter Today?

### 1. Lead Scoring Lowers Your Cost and Increases the Effectiveness of Calling

The mantra for most small businesses is to do more with less. Over the past several years, we have experienced a major shift in buyer behavior that has turned selling with the conventional sales process of cold calling, qualifying a lead, presenting, and handling objection on its head. Sales still requires sales conversations. However, over the past several years, buyers have stopped picking up the phone. Call-to-connect ratios have dropped from 18% — 22% to 5% — 10%. This means, every connection you make, counts. Here is why:

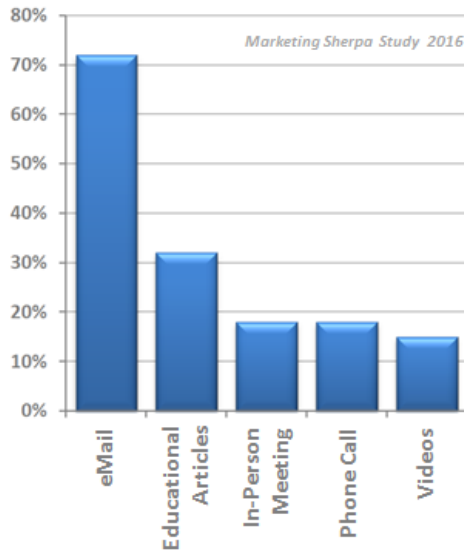
- Five years ago, every time a sales rep picked up the phone and called a prospect, the prospect would answer the call 1:4 times or 1:5 times. So, five years ago, you could expect to speak with 20 to 25 prospective buyers for every 100 calls made. If you typically converted 10% of your connections to next steps, and you could move 1-3 deals forward per 100 calls, you were doing well.
- Today, with a call-to-connect ratio of 1:10 to 1:20, you can expect a buyer to pick up the phone as little as 5 to 10 times per day, if you are making 100 calls. So, you can only expect to speak with 10 buyers a day. If you are not scoring leads and calling buyers cold, you can still expect that 10% will convert. This means, your success rate per 100 calls will be 0.5 to 1 deal moving forward per day, at best. If you're scoring leads and calling interested buyers, you can expect 30% will move forward. This takes you back to the same conversion ratios we experienced when connection ratios were 1:4 to 1:5, five years ago. Lead Scoring does not solve the challenge of buyers not picking up the phone; Lead Scoring improves the results of the connections when they occur.

Calling leads that are not interested in your solution is now counter-productive, causes enormous inefficiencies, and dramatically impacts your cost of sales. Your sales reps work furiously to stay afloat, while at the same time, becoming less efficient in their daily tasks. If you are not talking to interested buyers, you are running to a standstill.

## Lead Scoring Identifies Sales Ready Leads

| <input type="checkbox"/> Action   | Title ↓                | Company                                | Lead Score | Lead Status  | Phone    | State/Prov... | Email                                  |
|---|------------------------|--|------------|--------------|----------|---------------|--|
| <input type="checkbox"/> Edit   <input type="checkbox"/> Del   <input type="checkbox"/> + | Vp Regional Sales      | <a href="#">ctvmedia.com</a>           | 59         | Open         | 5000000  | OH            | <a href="#">clocke@ctvmedi...</a>      |
| <input type="checkbox"/> Edit   <input type="checkbox"/> Del   <input type="checkbox"/> + | VP of Marketing        | <a href="#">Texas Classic Prod...</a>  | 104        | Open         | 866-9... | TX            | <a href="#">michelle@texascla...</a>   |
| <input type="checkbox"/> Edit   <input type="checkbox"/> Del   <input type="checkbox"/> + | Vice President, Dat... | <a href="#">Triad Retail Media</a>     | 108        | Attempted 3x |          |               | <a href="#">daniel.a.kelman@g...</a>   |
| <input type="checkbox"/> Edit   <input type="checkbox"/> Del   <input type="checkbox"/> + | Vice President of S... | <a href="#">Advanced System...</a>     | 215        | Open         | 303-3... | CO            | <a href="#">psmith@virtual.com</a>     |
| <input type="checkbox"/> Edit   <input type="checkbox"/> Del   <input type="checkbox"/> + | Vice President Of ...  | <a href="#">Exhibit Concepts, Inc.</a> | 81         | Open         | 93753... | OH            | <a href="#">jkorchinski@exhibit...</a> |
| <input type="checkbox"/> Edit   <input type="checkbox"/> Del   <input type="checkbox"/> + | Vice President Ne...   | <a href="#">Burns Marketing</a>        | 80         | Open         |          |               | <a href="#">melissah@burnsm...</a>     |

## 2. Lead Scoring Measures and Reports on Your Buyers Digital Engagement



### How Buyers Want to Buy

70% of buyers want to learn about new products and solutions with an email that contains an educational article they can share with others involved in the buying process.

The buyer is then open to a meeting, but expects you to continue to share additional content they can pass on with other decision makers and influencers.

*(Marketing Sherpa 2016 Annual Report)*

**90% of buying decisions now require at least two buyers or a committee.**

*(Harvard Business Review – 2010)*

**Decision Making Committees consume 5-7 pieces of content before engaging with sales.**

*(Forrester -2014)*

Success now requires content that helps your buyers learn about your solution digitally. In most cases, this replaces sitting through intro pitches by business development reps. This is a great time savings for your business, but this also means you lose the insights that were gained by the sales rep during this early sales activity.

Lead scoring allows you to capture information from that digital conversation by measuring what content the buyer is engaging with. This buying behavior can be reported to your sales team.

**Lead Scoring Gives Your Sales Team  
the Ability to Track the Digital Conversation  
and Notify Reps When the Buyer is Sales Ready**

|  |              |    |                     |
|--|--------------|----|---------------------|
| Video: Why Did Salesforce Acquire...   | Watched 75%+ | 25 | Mar 4, 2015 9:17 AM |
| Video: Why Did Salesforce Acquire...   | Play         | 10 | Mar 4, 2015 9:17 AM |
| Video: New Rules of Buying and S...  | Play         | 10 | Mar 4, 2015 9:11 AM |
| Form: Subscribe Sidebar / Howdy Bar  | View         | 0  | Mar 4, 2015 9:11 AM |
| Email Tracker: <a href="http://www.gabriel-sales.com/">http://www.gabriel-sales.com/</a> | Click        | 3  | Mar 4, 2015 9:11 AM |
| Visit: 6 page views  | Visit        | 6  | Mar 3, 2015 4:34 PM |
| Email Tracker: ...segmentation-intake-form/  | Click        | 3  | Mar 3, 2015 4:29 PM |
| Email Tracker: ...es-base-camp-intake-form/  | Click        | 3  | Mar 3, 2015 4:27 PM |
| Email: Gabriel Sales Follow Up Forms   | Open         | 1  | Mar 3, 2015 4:26 PM |

### 3. Lead Scoring Gives Sales a Faster Path to Revenue at Lower Costs



This data from *Sirius Media* demonstrates how lead scoring can impact your success rate at multiple stages of the funnel. The key metrics are how many connections you need to convert a cold lead vs. a warm lead, and then a warm lead to a qualified opportunity. Better connections at the right time means more conversions with less calls at every stage of the sale.

And while you are connecting with targets that are not interested (if you are still calling cold leads), you are also missing dozens of hot leads and real opportunities—because you have not tracked their digital engagement and moved them to the top of your calling list. Ultimately, your cold calling reps are at least 4-times less efficient.

With fewer deals available, your sales reps need every advantage to get in front of active opportunities and connect with them before the competition. To do that, they need to be working with prioritized leads. Especially since today, buyers start gathering information long before they have established things like budget and timeline. According to *Sandler Sales Trainers*, the first mover still has a 60% advantage if they are the first seller in front of the buyer.

And this “Digital Body Language” reveals a great deal of honest information about a lead’s level of interest in your company and where they are in their buying cycle. It often serves as a more powerful and honest indicator than data collected over the phone or through a web form on your website. In addition, having this information ensures you will be engaged at the front of their buying cycle and not a late entry.

## **Lead Scoring and Automation Can Increase Your Meaningful Connections by 4X, so You Spend More Time Selling and Developing Real Sales Opportunities**

### **➤ Gartner Research Reports lead nurturing can:**

- ✓ Save up to **80%** of your direct mail budget!
- ✓ Bring a **10% +** increase in revenue over 6-9 months

### **➤ Marketing automation users report 3X more leads passed to sales after only 1 month:**

- ✓ Pedowitz's clients who use marketing automation report a **2-3X lift in conversion rates** on raw leads to qualified opportunities. (*Marketo*)

### **➤ Bulldog Solutions reports companies that invest in marketing automation solutions see:**

- ✓ **70%** faster sales cycles
- ✓ **54%** improvement in quota achievement



## How to Decide if Your Business Needs (or Is Ready) For Lead Scoring



While 99% of both the B2B and B2C Fortune 2000 is fully committed to content marketing, lead scoring, and automation systems, small- and mid-sized business remain skeptical.

The fact is: lead scoring and automation is not a must have for all businesses. To evaluate if lead scoring is right for your business, you need to ask yourself the following questions:

### **Do I spend money on leads monthly and then abandon them after I get a fresh set of leads?**

Is your business spending money on fresh leads every month? Does your sales team attempt these leads a handful of times and then wait for the fresh leads, and stop following-up with last month's leads? If you're in a business where deals typically close in 30 days or less from initial interest, you may want to continue doing what you are doing. If first touch to close is 30 days or more, lead scoring may have significant benefits for your business.

### **Do I have the minimum sized database and content to get started?**

Because 70% of buyers now prefer to learn about new products and solutions by email (sharing educational content), most companies have at least tested content marketing. In fact, 90% of B2B companies have now started content marketing in at least a small way. But content is not enough. At a minimum, you also need a database of at least 3,000 to 5,000 buyers to get started. You also need to create enough basic educational content to touch these buyers at least two times per month for B2B sales, and slightly more for B2C sales. If you do not have enough leads, you will need to invest in a leads database first – and the same goes for content. Content can be as simple as blog posts and short videos. Gabriel Sales offers cost effective packages to help with both.

### **Is my sales team educating buyers that don't buy?**

Is my market so large that I can target and sell to hundreds of thousands of buyers? Have I generated so many inbound leads that my sales team cannot keep up? Is my product so disruptive that everyone would be willing to take a call on the topic? If you have a broad market with tire kickers, you should have been scoring leads 5 years ago.

### **Is my product/solution not an "If" but "When" decision?**

Professional Services and software in areas like accounting, compliance, HR, IT, BPO, marketing, and printing are not "If," but "When" decisions. Timing is everything. Staying top of mind with buyers so when they're ready to buy is critical, so your sales team calls when the window is open. Automation and lead scoring make this possible.

### **Does my sales team complain about the quality of the leads I send them?**

Do your sales reps always complain about *bad* leads? Lead scoring will solve this problem, but not on its own. Before launching your lead scoring engine, you need to have both sales and marketing agree on what a scored lead is, and define it with concrete criteria. Once you agree to these criteria, lead scoring will work. It's also a way for you to objectively and subjectively evaluate if you have a sales issue as opposed to a lead quality issue.

### **Are my sales engineers and senior sales team educating buyers that don't buy?**

Do you have a great deal of leads that hit the early stage funnel, go through an introductory meeting and/or product demo, but never transact? Chances are, you have one of two problems. First, your business development reps are not qualifying correctly. Or tire kickers are going straight to senior staff because you don't have the content necessary to do this initial early stage buyer education. Lead scoring and some basic content that demonstrates your solution can save you tremendous time, money and resources. If a buyer is not interested enough to educate themselves online prior to meeting with your senior resources, the prospect is probably not worth their time.

### **Is there more than one buyer involved in purchasing my solution?**

If your sale requires a champion on the buyer side, then that champion will need content to educate themselves about your solution, so they can move the deal forward. They will also need to share that content with other people on the buying committee. If there are multiple buyers involved in the buying decision, they will engage with content more frequently and have a larger digital footprint. Do you have more than one buyer?

### **Do you have a pricing page, case studies, product pages, demos or demo registrations online?**

If these pages are not part of your website or content marketing strategy, you should probably consider them. If a buyer hits any of these pages, it is a strong predictive indicator that your buyer is ready for sales engagement. Notifying your reps when buyers hit these pages can put your team at the front of the line.

If you can answer "yes" to a majority of these questions, then there's a good chance your business could benefit from lead scoring, so it makes sense to read on.

## The Basics of Lead Scoring for Companies Just Getting Started

Lead scoring requires a systematic approach, but it doesn't need to be complicated – especially if you're just getting started. It is very important to understand, this will be a marathon and not a sprint. Here are the tools and steps required for initial lead scoring success. These steps will help to generate a return in the shortest amount of time, while simultaneously setting you up for long-term success.

### Step 1 – First, you need an automation technology with 6 basic features:

- The ability to send emails
- The ability to see what emails are opened and clicked
- The ability to embed forms
- The ability to capture what pages on your website a buyer visits
- The ability to score these pages and content differently
- The ability to share this score and information with your sales team

Email tools like Mail Chimp and Constant Contact have the email capabilities, but little else.

Robust marketing automation tools like Eloqua, Pardot, and Marketo, all have these features and more. They typically start around \$20,000 per year and require annual agreements. If you are fully committed to this strategy, and have the budget, we strongly recommend starting with Pardot ([www.pardot.com](http://www.pardot.com)). It is the most intuitive and sales friendly of all the tools, and the most strategically priced for companies that will scale from 10,000 leads to 50,000-plus leads.

If you are not fully convinced, or need to prove concept prior to making this investment, Gabriel Sales has a starter kit that can be implemented as part of a Sales Ready Lead and Sales Automation Package. Once your database is big enough and your needs increase, you can quickly transition the same processes below into a system like Pardot. This approach is a solid way to test basic automation.

### Step 2 - Build your initial target list

First, decide what title, business, and functions you want to target, and build that database as fast and cost effectively as possible. Once you have acquired these targets, simply load them into your system. To build this database, you will need to get them to opt-in to email marketing. To do this, you can:

- Cold call these targets and ask for permission to send them an email (most expensive)
- Rent an opt-in list from a vendor to build a list of 3,000 to 6,000 leads quickly (preferred method)
- Use your existing lead list (preferred method)

### Step 3 - Program your Automation System to Score Your Existing Content

Now that you've identified who you want to target and loaded the list, you need to come up with a point system to start assigning point values to your content in your automation system. You can set any point value you'd like, but typically, **you'll want to stick to a 0 to 100 scale** and weigh the points in relation to how telling the content is in relation to a lead's readiness to talk to a sales rep – and buy.

Don't over complicate this. If a buyer is interested, they will do some research and browse on your website. Lead scoring is simple if you keep it basic, using the following content framework best practices we recommend to all our clients. All you need to do is embed code on your website to track the buyer with cookies, and then score content based on what buying stage a buyer is indicating. Your automation system will then do the rest.

| If your prospect wants to:                      | Define The Problem   | Evaluating Their Alternatives   | Negotiate and Commit to You  |
|---|--|---|--|
| <b>Then your buyer/customer is looking for:</b> | Educational Resources & Thought Leadership   | Solutions and Products Suitability (and ability to Champion)  | Your Credentials, Decision Support   |
| Your sales stage is                             | Marketing Qualified Lead (MQL) to Sales Accepted Lead (SAL)  | SAL to Sales Qualified Lead (SQL)   | SQL to Proposal or Closed Deal   |
| Your team's job is to help to:                  | Educate  | Verify  | Convince   |
| <b>Build trust and win business with:</b>       | <ul style="list-style-type: none"> <li>• Trends and Stats</li> <li>• News &amp; Analysts Coverage</li> <li>• Benchmarks</li> <li>• Articles</li> <li>• Blogs</li> <li>• Basic Education</li> <li>• Situation</li> <li>• Overview Videos</li> </ul> | <ul style="list-style-type: none"> <li>• Gap Assessments</li> <li>• Needs Assessments</li> <li>• Comparisons</li> <li>• Road Maps</li> <li>• Implementation and Process Plans</li> <li>• Media Kit</li> <li>• Case Studies</li> </ul> | <ul style="list-style-type: none"> <li>• Technical Specs</li> <li>• Business Case</li> <li>• Rate Cards</li> <li>• ROI and TCO Calculations</li> <li>• Testimonials</li> </ul> |
| <b>Assigned Points:</b>                         | <b>1 to 10</b>   | <b>25</b>   | <b>50 to 100</b>   |

*Gabriel System Inc. ©*

You don't need all the different types of content in the framework above to get started. You just need enough content to cover every quadrant. Gabriel Sales offers a free content framework assessment to evaluate your readiness.



If you don't have enough ready, we can typically create what you need in a one- to two-day workshop, leaning heavily on creating short and impactful videos and blog articles. We call these "snackables," and when combined with your existing website, we find it's all you need when getting started to predict buyer interest. During our assessment, we usually discover most companies have enough of the substantive content they need in other forms (like deliverable documents or presentations). We simply reformat and polish to get you started.

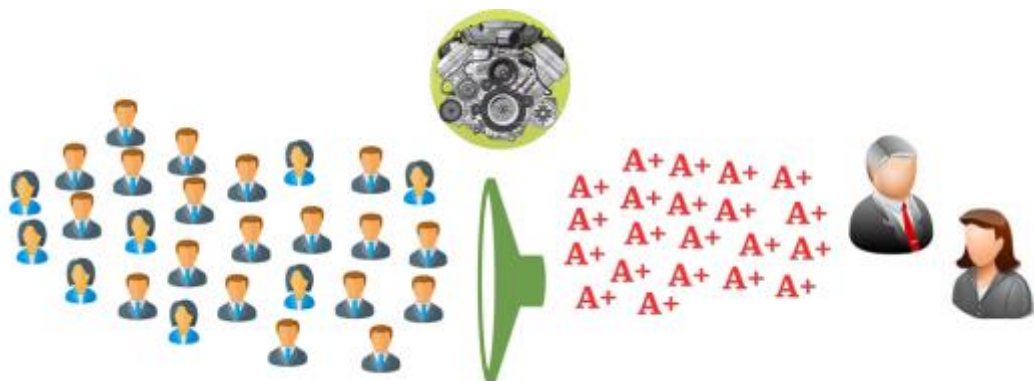
### Step 3 - Put Your Engine in Motion



With your database ready and your content scored, you can now start using your engine. Be prepared to share 6 emails focusing on educational offers, over a 12-week period. This will drive buyers to your website and build trust simultaneously. As buyers become interested, they will start engaging with more and more content and move deeper into your website, looking at your services page, your pricing page, and your about us page. This digital conversation will be captured, scored and shared with your sales reps. Just having this level of insight is more than enough to give companies just getting started the lift they need to dramatically improve calling performance.

We typically run emails at the following cadence for the first 3 months:

- Day 1
- Day 7
- Week 3
- Week 6
- Week 9
- Week 12

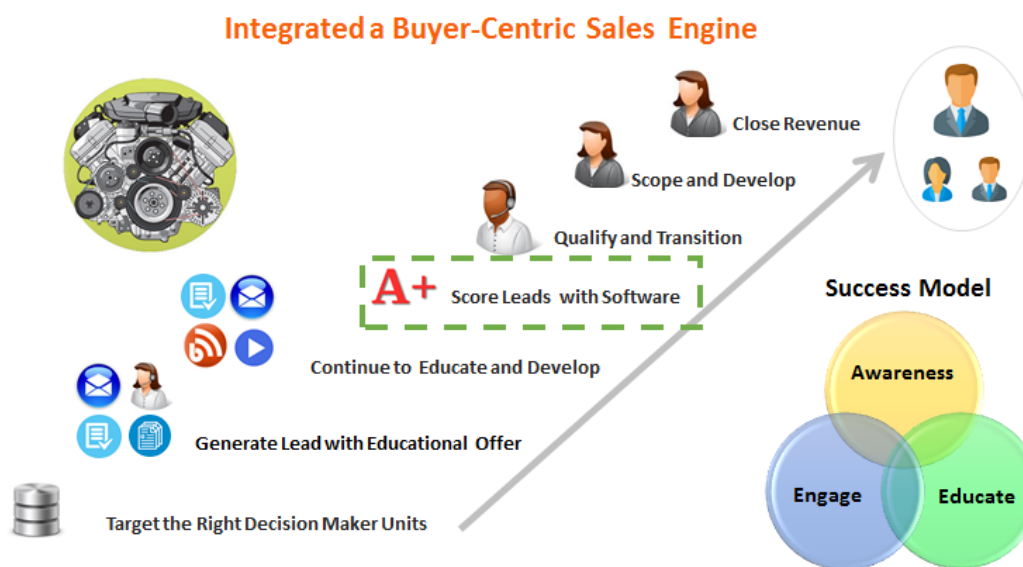


## Show Me the Money - The ROI of Automation and Lead Scoring

The world has changed permanently. More and more products are first bought through digital education, and then sold when your buyer is ready to engage with sales. For many companies, this means a need to shift your process, approach, tools and team, to address how buyers now buy. To summarize:

- You need to target the right buyers
- You need to have the content to have an introductory conversation, digitally
- You need to measure the engagement of your buyers and score their digital footprint
- You need to focus your sales resources on buyers most interested in transacting

Success requires an aligned sales and marketing process, and lead scoring can be a critical part of this shift.



### First 6 Months to a Year ROI Should Be Measured Against Sales Headcount

It is important to remember that lead scoring will not immediately change your sales cycle, or your buyers buying cycle. But it will accelerate your immediate results because you:

- Increase the volume of leads flowing into the top of your funnel
- Make it easier for your buyers to buy
- Make it easier for your sales reps to help the right buyers

In the first 90 to 180 days, you will see a quick burst of interested buyers that reach out to you or score quickly. This is a direct result of the sheer volume and your reps will be able to focus on



developing these leads. Simultaneously, you will be developing a long-term sales pipeline with automation.

That stated, we recommend small businesses and startup companies measure this initial lead scoring investment, not against the value of the initial surge of leads, but against the fully loaded cost of just one business development rep responsible for building a long-term pipeline.

The initial strategy, content production, and systems implementation cost to launch an engine with Gabriel Sales is \$15,000 to \$20,000. This includes the costs of acquiring your initial 5,000 top-of-funnel leads. Depending on the software platform you choose to start with, you can expect to spend an additional \$1,500 to \$2,500 per month to manage the engine for the first year. So, you can expect to spend in the range of \$36,000 to \$60,000 in year one. And over the first-year, lead scoring will:

- Eliminate the need for hiring, training and staffing at least 1 to 2 cold callers
- Reduce time spent by senior talent chasing and developing deals that will not transact

If you compare this to the costs of hiring and staffing a full-time entry level business development rep, the costs are similar or even less expensive. And when you factor in the training cost and the reality that the average company needs to recruit, hire and train at least two business development reps to find one that sticks and produces cost effectively. When this occurs, lead scoring is half the cost, when compared to hiring a rep. So, you need to ask yourself:

**Can enough of my early stage sale and buyer education be cloned digitally to automate some or all of this function away from a rep?**

If the answer is no, you should probably pass on automation.

If the answer is yes, then the \$36,000 to \$60,000 you will need to invest in the first year for automation, will be less than half of the \$72,000 to \$120,000 fully loaded investment you would need to get one full-time, business development rep productive. (\$120K assumes you will hire two and fire one).

You will typically start to see an ROI on your investment within 3 to 6 months of launching your engine, as it starts to produce sales opportunities monthly. However, the real return comes in 6 to 18 months. Once again, this is not too different from hiring a rep that's typically given a 6-month runway to produce results. We view this initial budget as a sales investment, not a marketing investment, for SMBs and startups.

## Long-Term ROI Becomes Exponential

The real payoff from marketing automation comes within 6 to 18 months. Over time, lead scoring and automation produces a consistent flow of leads because:

- Continued digital engagement and email marketing will keep you in front of buyers until they are ready to buy
- Continued digital education builds trust without lengthy conversations
- Automation technologies will notify you when buyers are ready to buy
- This sales system eliminates the need for investing sales time pursuing buyers that are rarely going to buy

### Lead Nurturing Conversion Rates Over Time:

Here's what the last four years of industry data tells you to expect, once consistent lead scoring kicks in (*source Aberdeen Research*):

- If you target effectively, Marketing Automation converts 5% to 10% of warm leads into Sales Ready Leads over a 6 to 18-month period
- Of that 25% of Sales Ready Leads, sales closes 30%
- This typically results in the conversion tables below

| Small Sized Enterprise |           |              |        |              |                       |        |
|------------------------|-----------|--------------|--------|--------------|-----------------------|--------|
| Existing Database      | Deal Size | Conversion % | Deal # | Rev          | Automation Investment | ROI    |
| 1000                   | \$120,000 | 0.50%        | 5      | \$ 600,000   | \$ 36,000             | 1667%  |
| 2000                   | \$120,000 | 0.50%        | 10     | \$ 1,200,000 | \$ 36,000             | 3333%  |
| 3000                   | \$120,000 | 0.50%        | 15     | \$ 1,800,000 | \$ 36,000             | 5000%  |
| Mid Sized Enterprise   |           |              |        |              |                       |        |
| Existing Database      |           | Conversion % | Deal # | Lifetime Rev | Automation Investment | ROI    |
| 1000                   | \$300,000 | 0.50%        | 5      | \$ 1,500,000 | \$ 36,000             | 4167%  |
| 2000                   | \$300,000 | 0.50%        | 10     | \$ 3,000,000 | \$ 36,000             | 8333%  |
| 4000                   | \$300,000 | 0.50%        | 20     | \$ 6,000,000 | \$ 36,000             | 16667% |

| Small SaaS, Technology or Media |           |              |        |              |                       |       |
|---------------------------------|-----------|--------------|--------|--------------|-----------------------|-------|
| Existing Database               | Deal Size | Conversion % | Deal # | Lifetime Rev | Automation Investment | ROI   |
| 1000                            | \$ 10,000 | 1%           | 10     | \$ 100,000   | \$ 36,000             | 278%  |
| 3000                            | \$ 10,000 | 1%           | 30     | \$ 300,000   | \$ 36,000             | 833%  |
| 5000                            | \$ 10,000 | 1%           | 50     | \$ 500,000   | \$ 36,000             | 1389% |
| Mid SaaS, Technology or Media   |           |              |        |              |                       |       |
| Existing Database               | Deal Size | Conversion % | Deal # | Lifetime Rev | Automation Investment | ROI   |
| 1000                            | \$ 30,000 | 1%           | 10     | \$ 300,000   | \$ 36,000             | 833%  |
| 3000                            | \$ 30,000 | 1%           | 30     | \$ 900,000   | \$ 36,000             | 2500% |
| 5000                            | \$ 30,000 | 1%           | 50     | \$ 1,500,000 | \$ 36,000             | 4167% |

Based on conservative historical averages, and a Gabriel Sales Starter Package which includes:

- Warm leads to fuel your engine
- Monthly automation licenses
- 4-months of initial content
- 2 campaigns per month, once running

Sales cycles and deal size need to be calculated into your specific ROI.



## About Gabriel Sales and What We Believe

Gabriel Sales, an outsourced sales and marketing company, was founded in 1999 in Silicon Valley, to help accelerate sales for aggressive, high-growth companies. Since that time, we have executed thousands of campaigns for hundreds of products and services, successfully launching B2B solution sales efforts for multiple startups, SMBs and divisions of Fortune 500 companies. We have helped generate millions of dollars in Annual Reoccurring Revenue and more than \$220M in equity exits for executives and founders with B2B solutions.

We believe the business-to-business market is in the middle of a massive disruption, that most solutions are first “bought” by making it easy for the buyer to self-educate, and then “sold” by customer service oriented business development reps. Success requires telling your story in an honest and authentic way through the seamless integration of content marketing and marketing automation systems, with a buyer education content management system and sales reps that know how to use these tools as part of their calling efforts.

From 2001 to 2010, our clients’ success was driven by cold callers, email blasting, and well-trained solution sales reps developing leads, making presentations and closing business. In 2010, we witnessed the start of a dramatic shift in buyers’ behavior. Buyers became less receptive to cold calls, and more resistant to meeting with “sales reps” early in the sales process. Instead, buyers leveraged content for early-stage discovery and education, and increasingly pressed to meet directly with product engineers and subject matter experts once they felt educated. Over the past several years, buyers have become even more self-directed and more engaged with digital content, using it to shortlist the companies they want to engage with for deeper sales conversations. We call this, the shift to “Bought” then “Sold”.

Our data showed that the traditional sales tactics we relied on for years (cold calling, PPC and email), were no longer as effective in isolation without the support of solid sales content that tells the right story to the right buyer at the right time in the right way. In early 2012, we started implementing automation systems to develop and score leads. By 2016, we had more than 30 successful client launches with this new, integrated B2B sales engine. With our solution, our clients saw an increase in rep productivity of 2-times, a reduction in sales cycle time, a long-term reduction in COS percentage, and an increase in margins per deal, because well-educated buyers stopped asking for as many discounts.

## How We Can Help

Gabriel Sales builds repeatable sales automation engines and refines existing lead scoring programs in a fraction of the time most companies can do it on their own. We can help:

**Craft Your Strategy** – This includes, how to tell your sales story powerfully to as many buyers as possible, combined with the tools, content and processes you need to support your inside sales reps with a consistent flow of sales qualified opportunities.

**Design and Implement Your Infrastructure** – Integrate the technology required to automate your process, score leads, and measure the success and ROI of specific tactics.

**Thought Leadership and Sales Automation Content Production** – Help you tell your story simply, authentically and powerfully, with half-day and full-day content production workshops.

**Run Your Initial Campaign** – We can staff the marketing coordinators and sales staff you need to cover gaps in your existing team.

**Transition Your Engine** – Once a sales engine is launched and proven, 80% of our clients pull all or some of the functions in-house. We can help you train and build your own internal team, or continue to run your sales engine operations for an extended period of time.

