



# How to Close More Deals Without More Marketing Resources

November 14, 2024



# About

## B2B and IT Services Focus



- Longer Sales Cycles
- Measurement based on lead quality
- Specific and narrow audience
- Particular technologies



Founded in January 2018.



## We're the Fastest-Growing IT Marketing Agency

#445 / private companies in the US

#35 / marketing agencies

#1 / agencies specialized in IT

[Full Inc. 5000 2024 List](#)

# Inc.

NEWSLETTERS LEAD INNOVATE GROW

## Inc. 5000 2024

### Meet the Fastest-Growing Private Companies in America

They thrived in spite of the pandemic, inflation, and supply chain woes. Here's what you can learn from their success.

in

Companies on the 2024 Inc. 5000 are ranked according to percentage revenue growth over the last three years. They generated 874,940 jobs, \$317 billion in revenue, and show where the economy is going. [See our methodology.](#)

Rank ↓	Company ↓	3 Year Growth ↓	Industry ↓	State ↓	City ↓
415	Incline Marketing	1,078%	Advertising & Marketing	FL	St. Petersburg
445	Condor Agency	1,001%	Advertising & Marketing	FL	Miami
461	Agency Elevation	976%	Advertising & Marketing	WI	Freedom

Inc. 5000 2024

# Session Goals



Identify high-priority accounts



Align sales and marketing efforts



Optimize outreach strategies



## What is Pipeline Acceleration?

Strategies and tactics used to speed up the movement of prospects through the sales funnel, from initial interest to closing the deal.

The goal is to reduce the time it takes to convert leads into paying customers and improving the conversion to client ratio.



# Why Pipeline Acceleration Matters in the IT industry?



Long Sales Cycles



High Competition



Revenue Impact

Faster cycles mean faster  
revenue recognition



Better Forecasting

Better planning to hit  
target

# Poll 1



Which strategy is most important for accelerating your pipeline?

**Leveraging  
marketing  
automation**

**Streamlining  
lead  
qualification  
processes**

**Utilizing sales  
enablement  
tools**

# Common Challenges in IT Services

- Complex sales processes
- Long decision-making cycles
- Misalignment between sales and marketing.



# Session Goals



Identify high-priority  
accounts



# Identifying High-Priority Accounts for Targeted Pipeline Acceleration



- Strong Alignment with ICP
- Significant Revenue Potential
- Strategic Importance
- Active Engagement
- Competitive Landscape


# Identifying High-Priority Accounts for Targeted Pipeline Acceleration



## IT Services Industry ICP Example

- Company Size: Mid-sized (500-1000 employees)
- Industry: Healthcare
- Pain Points:
  - Slow EHR system
  - Outdated IT infrastructure
  - Difficulty managing data security and compliance
- Goals:
  - Improve operational efficiency
  - Strengthen data security
- Budget: Moderate IT budget
- Decision-Maker: Chief Information Officer (CIO) or IT Director

# Identifying High-Priority Accounts for Targeted Pipeline Acceleration



How to align  
ICP with target  
accounts

- Prioritize accounts with high potential deal values.
- Select accounts that face challenges your product or service can directly address.
- Look for accounts that use complementary technologies.
- Prioritize accounts with existing connections or referrals.
- Consider the ease of switching from existing solutions.

# Identifying High-Priority Accounts for Targeted Pipeline Acceleration



## Lead Scoring Matrix

Simplified example

Factor	Positive Points	Negative Points
Demographic Fit		
* Company Size	5 (Large)	-5 (Small)
* Industry	10 (Target Industry)	-5 (Non-Target Industry)
* Job Title	5 (Decision-Maker)	-2 (Non-Decision-Maker)
Behavioral Fit		
* Website Visits	2 (Multiple Visits)	0 (Single Visit)
* Email Opens	1 (Opened)	0 (Not Opened)
* Content Downloads	3 (Multiple Downloads)	0 (No Downloads)
* Webinar Attendance	5 (Attended)	0 (Not Attended)
* Demo Request	10 (Requested)	0 (Not Requested)
Engagement Score		
* Total Positive Points		
* Total Negative Points		
* Net Score		

# Lead Scoring System example

Company size	Score
+ 500	20
300-500	15
150-300	10
0-150	5

Location	Score
United States	25
LATAM	5
Europe	5

Level of Position	Score
CMO	15
Vice president	15
Director	10
Manager	5

Industry	Score
Marketing agencies	25
IT services/consulting	25
B2B	15
B2B SaaS	10
Lead Generation	5

Source	Score
Client Referral	15
Website Conversion	10
Email	5

Criteria	Company Name	Company size	Location	Level of Position	Industry	Intent	Lead Score
Jessica Smith	BuildBill	500	United States	CMO	B2B	Page view	85
Henry Brown	Dysmo	1123	United States	Vice president	B2B	Email Open	80
Josh Davis	Milestona	984	United States	Human Resources	Marketing agencies	Email Send	75
Sophie James	Growth Gurus	700	LATAM	Director	Marketing agencies	Email Open	70
Angie Assennato	Tech Tacticians	100	Europe	Manager	IT services/consulting	Form Submission	50
Katie Schibler	Atency	20	United States	Intern	B2B SaaS	Email Click	50
Rosemarie Smith	Abstract	543	Europe	Director	Desing	Form Submission	50
Kent Rader	WeTrust	55	Asia	Brand Manager	Healthcare	Page view	40

# Poll 2



How often do you align your sales and marketing teams on pipeline acceleration?

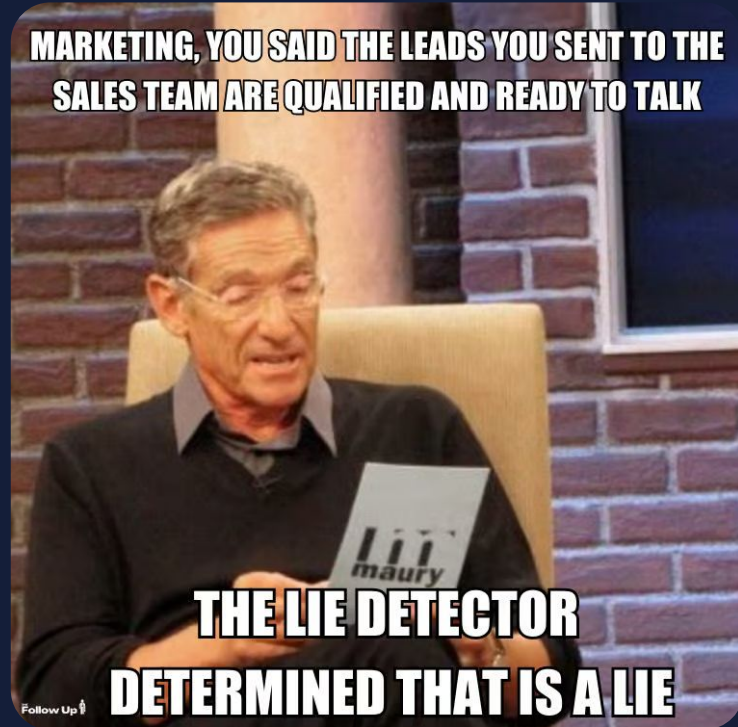
A  
Weekly

B  
Monthly

C  
Quarterly

B  
Never

# Aligning Sales and Marketing Efforts



# Session Goals



Align sales and  
marketing efforts



# Aligning Sales and Marketing Efforts



Align on

- Target Account List (TAL)
- Lead score criteria
- Buyer journey stages
- Nurture tactics
- Notifications and alerts
- MQL, SQL and BANT goals

# Aligning Sales and Marketing Efforts

How we think the  
buyer's journey  
works

vs.

how it actually  
works

CONVERSION



WON DEAL



CONVERSION



WON DEAL



*A whole lot of interactions  
over a long time*

# How Sales and Marketing can actively work on the same account?



- Blogs and whitepapers
- Valuable content on LinkedIn
- Educational webinars
- Targeted email campaigns

## Awareness Stage

- Industry events and conferences
- Cold calls and emails
- Social media interactions with prospects

- Client stories and testimonials
- Webinars focused on use cases
- Personalized email campaigns

## Consideration Stage

- Needs assessments
- Live demos
- Customized proposals

- Case Studies
- Retargeting ads
- ABM Campaigns

## Decision Stage

- Negotiate pricing and contract
- Address and overcome objections
- Close the deal

# Aligning Sales and Marketing Efforts

Every  
Interaction  
Counts

How to effectively  
notify sales of a new  
lead



**Notification Subject:** New Lead Interaction: [Lead Name]

**Notification Body:**

Hi [Sales Rep Name],

A new interaction has occurred with **[Lead Name]**.

**Key Details:**

- **Timestamp:** [Timestamp of the interaction]
- **Interaction Type:** [Email, webinar, website visit, chat etc.]
- **Interaction Details:** [Brief summary of the interaction, e.g., "Lead expressed interest in [product/service], asked a question about [topic], or requested a demo."]
- **Lead Scoring Details:** [Demographic fit score, behavioural score]

**Next Steps:**

- **Review Lead Profile:** Check the lead's profile for additional context and history.
- **Follow Up Promptly:** Respond to the lead's inquiry within [timeframe, e.g., 24 hours] to keep the momentum.
- **Consider a Personalized Outreach:** Tailor your next message to the lead's specific needs and interests.
- **Update the CRM:** Log the interaction and any relevant notes in your CRM.

**Direct Link to Lead Profile:** [Link to the lead's profile in your CRM]

# Poll 3



How confident are you in your ability to implement a personalized outreach strategy?

**Very  
unsure**

**Somewhat  
unsure**

**Neutral**

**Somewhat  
confident**

**Very  
confident**

# Session Goals



Optimize outreach  
strategies

## Optimize outreach strategies



# Optimize outreach strategies



- Marketo: Nurtured leads make 47% larger purchases than non-nurtured leads.
- HubSpot: Personalized nurture campaigns can increase lead conversion rates by up to 50%.
- Salesforce: Nurtured leads are 50% more likely to become customers and have a 47% higher purchase price.
- LinkedIn: ABM campaigns can generate 2-3x higher ROI compared to traditional marketing.
- HubSpot: ABM can increase sales pipeline velocity by 20%.
- Salesforce: ABM can improve lead conversion rates by up to 90%.



# Optimize outreach strategies



Personalization  
levels

- Industry / Geography / Buyer persona / Solution we want to sale
- Buyer's journey stage / Intent and behaviour / Solution of interest
- Specific companies/ buyers committee



# Optimize outreach strategies

Choose a Vertical and Solution

E.g., Cloud, Healthcare



Create landing page, content pieces, email campaign, Ads

Based on behaviour

Page visited, content downloaded, email clicked



Share related content, Advertise for next stage of the funnel

Personalized Nurture

Keep the momentum



Company specific landing pages, related case studies, advertise to the buyers committee

Add new clients to Newsletter, product launch campaigns

# Personalization that is not creepy

- Create segments based on user behavior and demographics to trigger related ads.
- Create landing pages for different segments or add dynamic content.
- Make sure you are using intent topics in your campaigns.
- Use drip campaigns with care, prefer use of workflows that trigger actions based on user interactions.
- Set up email frequency caps and prioritize sales communications once a deal is in final stages.
- Use AI-powered recommendation engines to suggest relevant content based on the user's browsing history.
- Create interactive content like quizzes, calculators, or assessments to engage users and gather valuable insights.

# 5 Key Metrics to Watch



Lead conversion rate  
by stage



Sales cycle  
length



Pipeline  
Velocity



Customer  
Acquisition Cost  
(+ payback time)



Customer  
Lifetime Value

# Tools and Technologies we recommend

HubSpot,  
Salesforce,  
Pipedrive

CRM

ZoomInfo,  
Apollo

Sales  
Intelligence

Google  
Analytics,  
PowerBI,  
Tableau

Analytics  
Platforms

Marketo,  
Pardot, Active  
Campaign

Marketing  
Automation

Terminus,  
DemandBase,  
6Sense

ABM

## Quick Wins



- Consider revenue potential, active engagement and existing technology when creating Target Accounts Lists.
- Include goals and pain points and your ICP and use qualifying form questions to identify them.
- Define a lead scoring model and include the scores by factor in your sales notifications.
- Create specific campaign with case studies and testimonials for early stages deals.
- Create company specific landing pages to use in your 1:1 campaigns and track content consumption.
- Set up email frequency caps and prioritize sales communications once a deal is on last stages.



# Q & A





# Schedule a strategy session

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