



Getting Back to Basics

A Case for Simplicity

Siemens Medical Solutions Delivers Qualified Leads and Gains ROI Insight

For years, B2B marketers have worked hard to measure the return on marketing investments and deliver qualified leads to the sales force. Regardless of advances in technology or changes in the economy, these two topics remain priorities.

Measuring return on marketing investments is challenging. Since it is often difficult to link specific marketing tactics to sales dollars, marketers are frequently forced to settle for activity-based measures. A tradeshow may be deemed a success based on the number of booth visitors, a webinar evaluated by the number of attendees, or a landing page declared the champion based on the number of conversions. And there's nothing wrong with that. Activity-based measures are certainly better than no measures at all. However, a problem arises when these so called "leads" are passed on to the sales force without additional qualification.

The Challenge

How do we get the most out of what we're already spending on marketing?

As B2B marketing has become more sophisticated over the past few years, many excellent automated platforms have emerged to help companies manage every aspect of the sales lead generation and conversion process. A prospect's every move on your website can be monitored. Complex algorithms score leads based on implicit and explicit behavior. Automated lead nurturing programs stay in touch with prospects electronically. But even with the best technology in place, sooner or later a "live" conversation needs to occur to fully understand the opportunity at hand.

Siemens Medical Solutions is a recognized leader in B2B marketing for many reasons. Their people, processes, systems and strategy combine to support a large global sales organization. Much of Siemens' marketing success comes from staying on the cutting edge of technology and strategy, and never losing focus on the customer. But part of their success can be attributed to a back-to-basics approach and getting the little things right.

Siemens' marketing team faces the same challenges as most B2B marketers. They want to further quantify their investment in certain marketing tactics. They need to send qualified leads to the sales force. And through it all, they are committed to maintaining their focus on the customer.

The Solution

To address these challenges, Siemens partnered with Leads To Sales for the seemingly simple task of following up on the inquiries generated at one of their larger tradeshows. After the success of the first program, Siemens and Leads To Sales continue to work together on other smaller tradeshows and webinars to deliver the same positive results.

The Results

ROI Insight & Qualified Leads

Across the webinars and trade-shows, Leads To Sales consistently identifies between 10-20% of raw inquiries as qualified leads that warrant some level of attention from the sales force. For a fraction of the cost of the marketing programs themselves, Siemens is able to further quantify their return on marketing investment and identify sales opportunities.

Sales & Marketing Working Together

By assuming responsibility for following up on these inquiries, the Siemens marketing group is able to deliver pre-qualified opportunities to the sales force. Not only does this make the most of the sales team's valuable time, but it fosters a positive relationship between sales and marketing.

Customer Satisfaction

As simple as it may seem the telephone truly is a personal touch. A well-executed phone call creates the opportunity to strengthen the Siemens brand while helping to generate demand. Most of the calls are characterized by the customer or prospect actually thanking the caller for following up.

What Makes It Work?

Collaboration

Siemens does a thorough job of providing Leads To Sales with the background information and tools they need to be successful. And everyone at Leads To Sales takes the time to truly understand the subtleties of each marketing activity. By becoming a seamless extension of Siemens' marketing team, Leads To Sales is able to respond "on the fly" to prospect and customer questions.

Connectivity

People inherently want human relationships - especially in our increasingly digital world. Over the past twenty years, Leads To Sales has learned how to ensure a productive conversation based on respect for the person on the other end of the line. Whether speaking with a front-line manager or a C-level executive, Leads To Sales is able to "connect" on Siemens' behalf and deliver a positive interaction.

Consistency

From a large tradeshow to a regional webinar, Siemens and Leads To Sales have established a series of constants to ensure a consistent customer message and timely execution. No program is too small, and most campaigns begin within 24 hours of receiving the contact list. Regardless of the data source, Siemens and Leads To Sales can move quickly, which adds to the customer satisfaction component of the effort.

We know it's a rapidly changing environment for B2B marketers, and both Siemens and Leads To Sales dedicate significant resources to keeping ahead of the curve when it comes to technology. But sometimes it's refreshing to see that success can be achieved through simplicity. Understanding human nature, building collaborative partnerships, and getting the basics right are approaches that will never go away. No matter how sophisticated the world around us becomes.



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