

Generating New Business

Dan Skipp

EMEA SDR Manager

27th May 2020

SOPHOS

Virtual Marketing Master Class Schedule

➤ **How You Can Promote & Generate Demand At No Extra Cost With Sophos**

25th May 2020 | 10am – 11 am CEST



Michel Lanaspeze,
Director of Marketing, Western
& Eastern Europe

➤ **Your Gateway to Success - Partner Portal Tour**

26th May 2020 | 10am – 11 am CEST



Anna Becker
Senior Marketing Manager
Eastern Europe & MSP EMEA



Wim Feyen
Marketing Manager
BeNeLux

➤ **Generating New Business – Where and How to Find New Customers**

27th May 2020 | 10am – 11 am CEST



Dan Skip
EMEA Sales Development Manager

➤ **Social Media: Tips for Success**

28th May 2020 | 10am – 11 am CEST

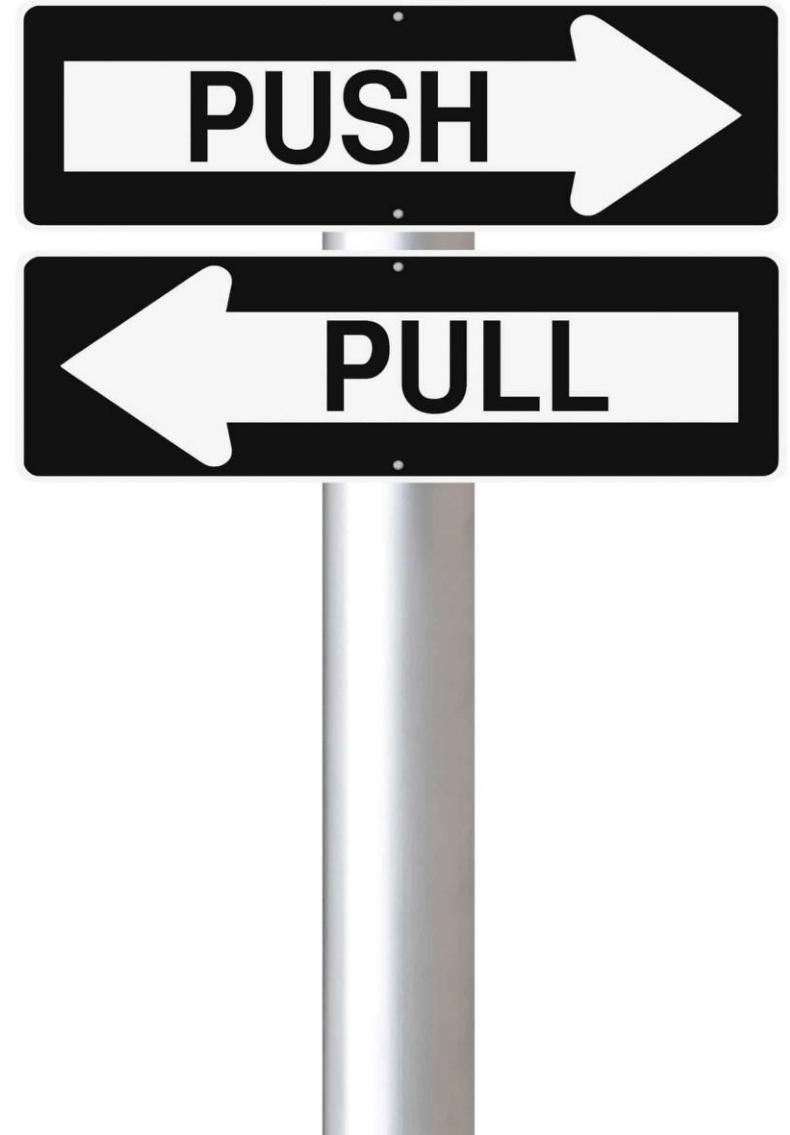


Sally Adam
Marketing Director

What is Sales Development?



QUALITY
~~QUANTITY~~



Sales Development is...

A strategic, specialist and proactive function that...

- ✓ **Reduces** low quality leads
- ✓ **Creates** desired pipeline profile
- ✓ **Maximises** marketing spend
- ✓ **Increases** flexibility



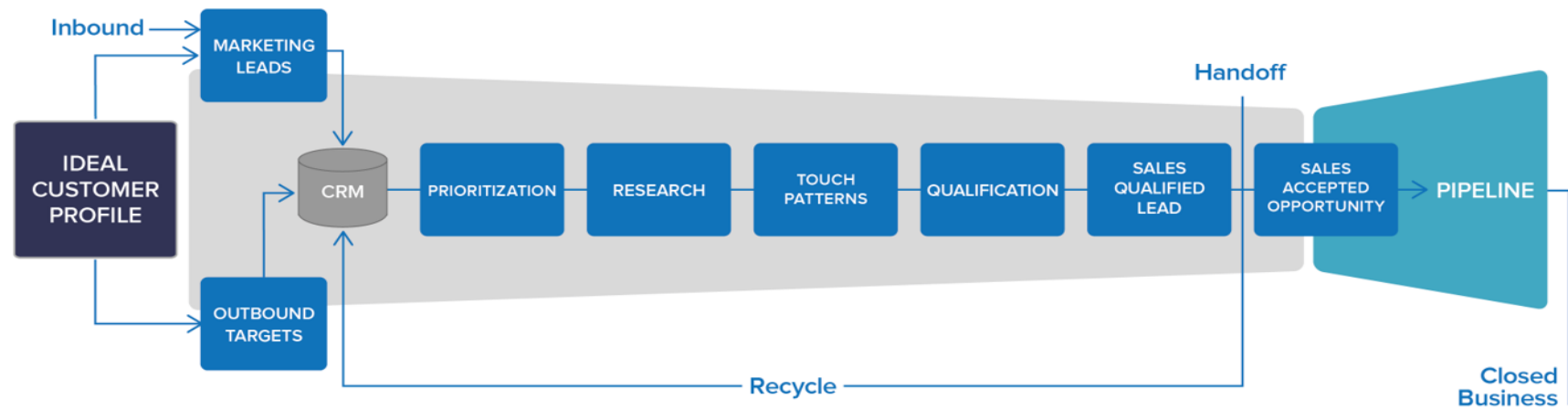


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Generating New Leads

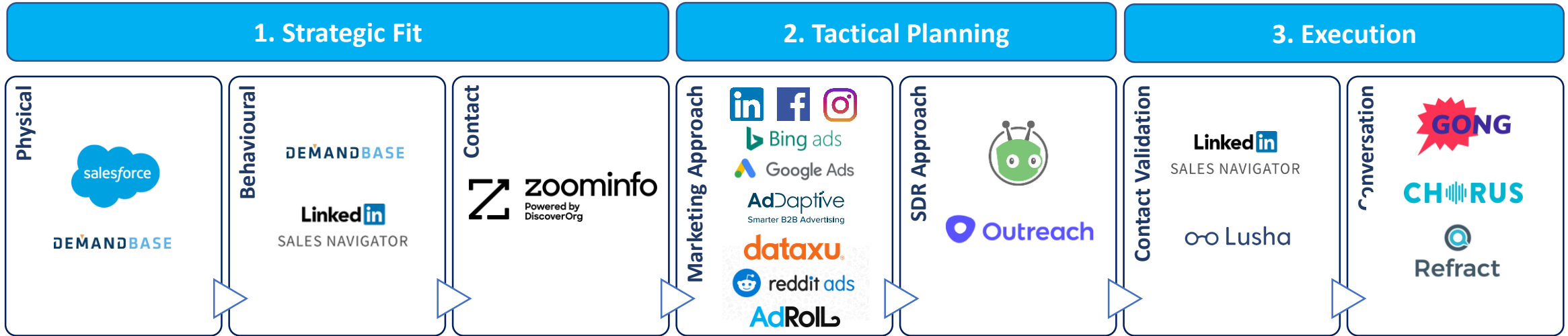
The How?

TOPO SALES DEVELOPMENT FUNNEL

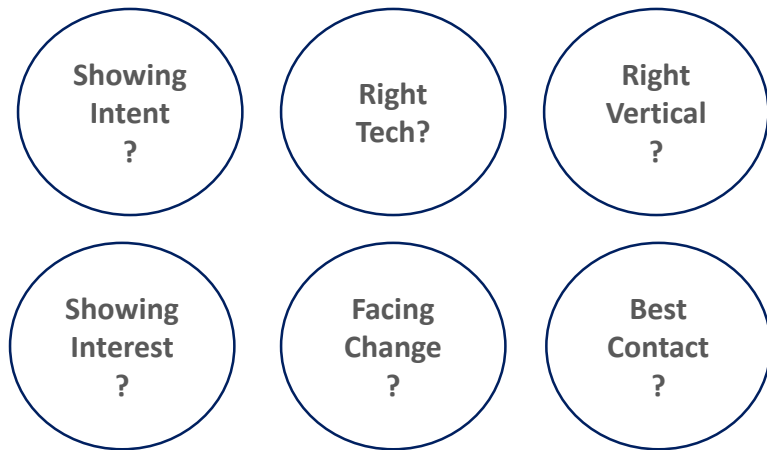


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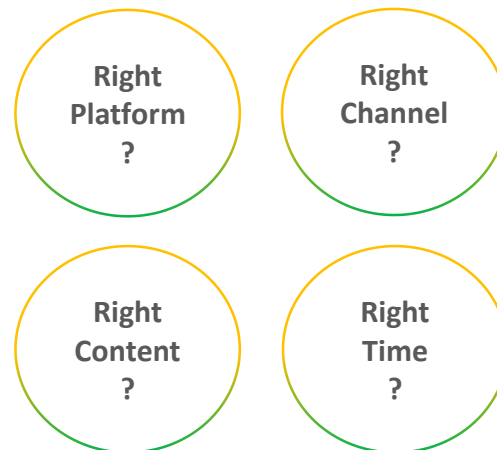
Outbound Lead Generation



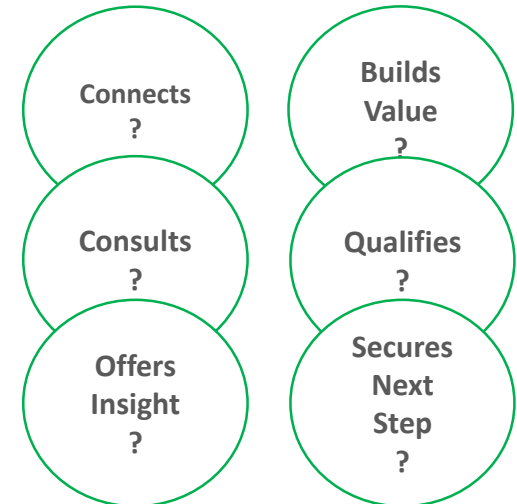
High Relevance, High Potential?



Best Method, Best Time?



Productive, Purposeful, Personalised?



Bringing this to life

New Joiners - Low

Step	Task	Day
1	Auto Email	5
2	LinkedIn - Connection Request	5
3	Auto Email	8
4	Auto Email	9
5	Phone Call	11
6	Auto Email	11
7	Auto Email	15
8	LinkedIn - View Profile	15
9	Auto Email	20
10	LinkedIn - View Profile	20
11	Auto Email	21

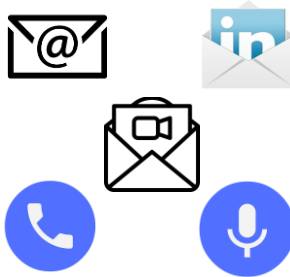
High Intent Ransomware - Mid

Step	Task	Day
1	Auto Email	1
2	Phone Call	1
3	LinkedIn - View Profile	1
4	Auto Email	4
5	Phone Call	4
6	Phone Call	5
7	Auto Email	6
8	LinkedIn - Connection Request	7
9	Phone Call	9
10	Auto Email	12
11	Auto Email	13
12	Phone Call	14
13	Auto Email	14
14	Auto Email	17
15	LinkedIn - View Profile	17
16	Phone Call	17

Hand Picked - High

Step	Task	Day
1	Manual Email	1
2	LinkedIn - Connection Request	1
3	Phone Call	1
4	Auto Email	4
5	Phone Call	4
6	Phone Call	5
7	Auto Email	6
8	LinkedIn - View Profile	7
9	Phone Call	9
10	Manual Email	12
11	Auto Email	13
12	Auto Email	15
13	Phone Call	17
14	Phone Call	19
15	Auto Email	22
16	Auto Email	27

- Opening Emails
- Middle Emails
- Social Touches
- Calls
- Break Up Emails



1. Auto Email - Day 5 32 Bounced

a) New Thread

congrats on the new role - Hi {{first_name}}, I saw on your LinkedIn that you recently started a...

138 Deliveries 29% · 0% · 1.4% Opens / Clicks / Replies

b) New Thread

Congratulations on the new role! - Hi {{first_name}}, I saw on your LinkedIn that you recently ch...

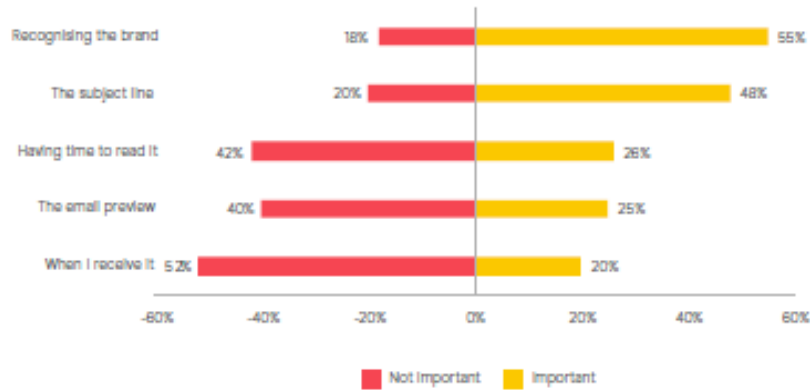
34 Deliveries 18% · 0% · 0% Opens / Clicks / Replies

[+ Add Template](#)

EMEA Team

4857 Deliveries 34% Opened 0% Clicked 6.3% Replied

When you receive an email in your personal inbox(es), how important are the following factors for you to open it?



INDUSTRY AVERAGES



OPEN RATE



CLICK-THROUGH RATE



CLICK-TO-OPEN RATE



UNSUB RATE



BOUNCE RATE

Industry	Open Rate	Click-Through Rate	Click-to-Open Rate	Unsub Rate	Bounce Rate
Advertising and Marketing Agencies	19.30%	2.60%	13.30%	0.20%	1.10%
Agriculture, Forestry, Fishing & Hunting	20.50%	3.50%	17.10%	0.20%	0.50%
Automotive and Aerospace	12.60%	1.20%	9.80%	0.20%	0.80%
Construction, Contracting, and Manufacturing	22.40%	3.20%	14.00%	0.30%	2.20%
Consumer Packaged Goods	14.50%	1.60%	10.90%	0.10%	0.40%
Education	23.40%	3.00%	12.70%	0.20%	1.10%
Engineering, Architecture and Design	20.40%	3.00%	14.80%	0.20%	1.10%
Financial Services	20.20%	2.50%	12.40%	0.20%	1.20%
Food and Beverage	13.00%	1.20%	8.90%	0.10%	0.30%
Government	30.50%	4.10%	13.40%	0.20%	1.30%
Healthcare Services	19.70%	2.70%	13.70%	0.20%	1.00%
IT / Tech / Software Services	17.60%	2.50%	14.30%	0.20%	0.90%
Logistics and Wholesale	18.90%	2.20%	11.70%	0.30%	1.20%
Media, Entertainment, and Publishing	18.10%	3.10%	16.90%	0.10%	0.40%
Nonprofit	25.20%	2.60%	10.30%	0.20%	1.00%
Other	19.10%	2.40%	12.40%	0.20%	1.10%
Professional Services	18.00%	1.80%	9.90%	0.20%	0.80%
Real Estate, Design and Construction Activities	19.90%	3.60%	17.70%	0.20%	1.40%
Retail	13.90%	2.10%	15.20%	0.10%	0.40%
Travel, Hospitality, and Leisure	15.70%	1.60%	10.20%	0.10%	0.50%
Unknown	2.70%	15.00%	0.20%	1.10%	
Average	17.80%	2.60%	14.30%	0.10%	0.70%

Campaign Monitor

Better than an email?



The Sales Development Landscape

Data

LeadGenius zoominfo leadIQ
lead411 SalesIntel D&B Hoovers
RampedUp Lusha

Recruiting

COLLEGIAT SERVICES PREMIER VENTION memoryfirst
The Cannon Project betts recruiting

VOIP Phone

truly 8x8 twilio net2phone
Vonage nextiva Dialpad

Marketing Automation

salesfusion eloqua

Sales Enablement

BRAINSHARK leveljump DOCURATED
Lessonly MindTickle SEISMIC
SALESHOOD exceed
GURU SalesFuel BALTO
vervoe SELLERATION
Costello THE SALES DEVELOPERS

Mailings

LetterFriend Sendoso

Data Enrichment

Lattice bambora MINTIGO DataFox
Clearbit CIENCE DealSignal RADIUS
EVERSTRING INTRICATELY sense
Salesstools.io nudge SifData crunchbase
DEMANDMATRIX HG Insights Seamless AI
InsideView SIGNAL HQ Prospect
SalesIntel hunter voogy taskdrive LEADBRIDGE
REACHFORCE THE SALES DEVELOPERS Owl
leadspace FullContact TechTarget growlabs UpLead

Referrals

BRAVADO AMPLI FINITY

Automated Lead Management

[PERSADO] AUTOKLOSE conversica

LinkedIn

LinkedIn

Email Response

LEADGNOME

Conversational Marketing

Drift exceed Clarity qualified conversica

Data Compliance/GDPR

DG DATAGRAIL

API Connectors

zapier workato tray.io

Team Management

AMBITION level eleven

Conversation Intelligence

CHORUS SalesLoft
KIITE Refract ringDNA

Sales Education

ALWAYS HIRED VIBRON AA-ISP
SVAcademy gx

Outsourced Services

MARKETPRO BAO OPERATIX FIGURE SERVICESOURCE
Managed Sales Pros eba Predictable Revenue INTELLIVED
THE SALES DEVELOPERS qualified ALLEYOOP N3 UP CALL
Revenerer VORSIGHT SEED2C In-venio MARKET ONE
leadium scaleX.ai marketstar INSIDE
MARKETSOURCE ProspectHunter BOOM DEMAND
MarketReachResults.com VSNERGIZE Supper Consulting TheVeevaGroup
Business Brainz prialto AltSales PACE LEADJEN
MAI REVENUEZEN ttec OutboundWorks
TopLead mrp AccelInfo

Gamification

AMBITION level eleven

Sales Acceleration/Auto Dialers

ringDNA ORUM MONSTER CONNECT
ConnectAndSell CONNECT LEADER

Consulting/Training

FACTOR8 The Bridge Group, Inc. Skaled HARRIS THE BAR TOPO

Signature Monitoring

exclaimer Signata

Sales Engagement

PersistIQ APOLLO FrontSpin
Outreach SalesLoft
Inside Sales Box REVBOSSE dialsource
ringDNA Reply VanillaSoft FoxBound
uberconnectforce.com

ABM Orchestration

LeanData DEMANDBASE sense Terminix

Video Prospecting

OneMob Vidyard

Prehiring Assessments

PERCEPTION People Analytics allego
exclaimer PXT SELECT

CRM

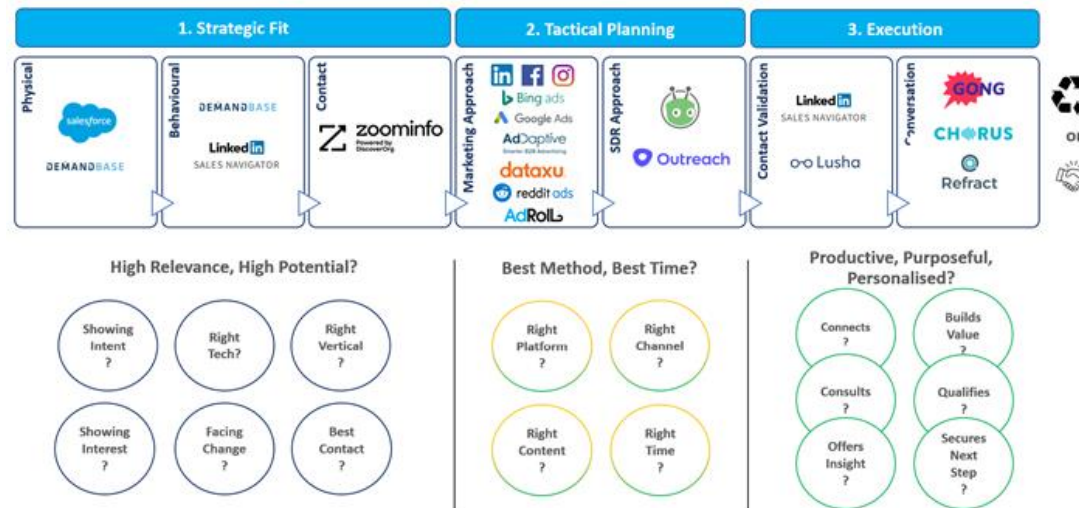
salesflare freshworks
Zoho pipedrive
nimble Nutshell Salesmate

Calendar

timetrade KIONOLOGIC calendly SalesLoft
Outreach ScheduleOnce

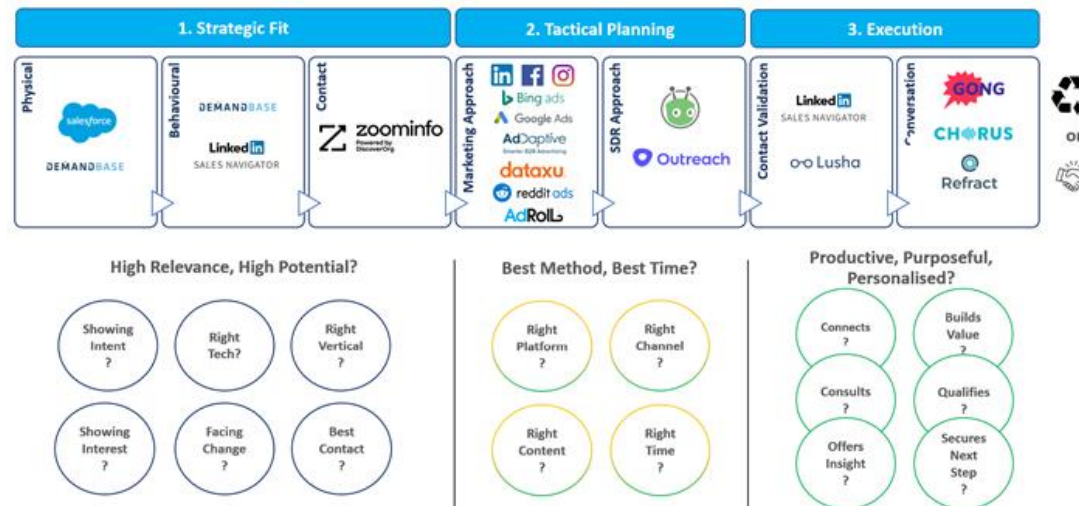
Where to start?

- If you have an ICP, but don't know where to find them
- If you aren't getting enough engagement
- If you aren't sure which aspects of your outreach are working, or not
- If you're hitting the right people, but at the wrong time
- If your sales team are still unhappy with lead quality



Where to start?

- If you have an ICP, but don't know where to find them = **Step 1**
- If you aren't getting enough engagement = **Step 2**
- If you aren't sure which aspects of your outreach are working, or not = **Step 2**
- If you're hitting the right people, but at the wrong time = **Step 2**
- If your sales team are still unhappy with lead quality = **Step 3, Hand Shake**



Other important factors

- Start with Strategy, and defining your ICP
- But remember, culture eats strategy for breakfast
- Build a framework of desirable skills, behaviours and values; recruit, develop and promote against this
- Be clear on your measures of success – volume vs value
- Align with your sales teams on the definition of a SQL, and handover
- Persist, there's few easy wins here
- Vary your Outreach, but don't undervalue the good old phone

What does all this mean for you?



Example of Co-Telemarketing project in Eastern Europe

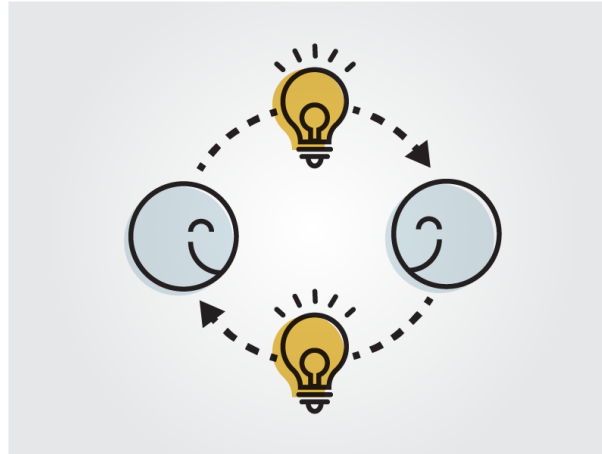
Project Scope

- Business plan with a Sophos CAE & the Partner
- 350 thoroughly selected contacts of SMB prospects with no Sophos solutions (partner did a great job in selecting)
- Briefing call with partner & Sophos Telemarketing Agency on the project
- project timeframe – 2 months (finished end April)
- project product focus – XG Firewall

Project Results:

- 21 Sales Qualified Opportunities generated by Sophos Telemarketing agency & assigned to partner for follow up
- Pipeline of 20k € and partner validation ongoing

What does all this mean for you?



Questions, ideas, comments? - Reach out to us!



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