



Executive Summary – Marketing & Sales Automation Programs

Congratulations! You've collected a powerful database of potential clients and are ready to deploy an E-mail marketing platform to convert them into sales leads. So now what...

We all know how time and sales cycles can quickly turn your hard earned leads into wasted opportunities. When leads aren't promptly converted into sales they have a tendency to grow stale and fall by the wayside, becoming costly reminders of lost time and revenue. But they don't need to be!

At **RED** Thread we believe that generating a lead is just the first round and that helping you nurture it throughout the sales cycle is the real battle.

With us in your corner you can turn your E-mail marketing platform, into a SALES platform as well. We'll deploy proven strategies that enable your sales team to keep leads from going cold while they're busy closing the hot prospects. Our approach ensures that you're making the most of your hard won opportunities by keeping them active - regardless of how long they may take to close.

How the Battle Is Won

In the midst of your marketing campaigns three types of leads are created; those with an immediate interest that progress to expedient sales, those with an immediate interest that can become mired down with time, and those with an interest that call for a follow up at a later date and time.

In any sales group the first type of leads garner the most immediate attention while the second and third types can often get forgotten with time or grow cold from a lack of nurturing. It's more than understandable that you would want your team spending their limited time and resources going after the clearest path to revenue, but for the remaining opportunities time is not on your side.

Our techniques are designed to make the most of your E-Mail sales platform investment by using it in tandem with other proven methods to keep your leads actively engaged while your sales team is handling your most immediate opportunities.

We start with a plan and meet with your marketing and sales teams to first understand what your sales cycle is like, and the cracks that your second and third tier leads could be slipping through. This will come in the form of both anecdotal discussion and hard analytics from your CRM platform. With this information in hand we can better understand when and how to close the gaps.

Next we lay the ground work. Once we know how and where to target your lower tier leads it's imperative to make sure that the

combination of your E-mail platform and your CRM are fine tuned to operate as an E-mail sales platform. We work with your administrators to structure your systems to best handle their continued operation throughout the sales cycle.

Messaging is a critical part of our process. Through extensive experience your sales team has cultivated pointed messaging, key terms, and phrasing to convey the value that you deliver to customers. It's extremely important that your E-mail sales campaigns reflect this knowledge and carry with them the personal voice that makes them indistinguishable from any follow up messaging your team might be sending as part of their typical nurturing process. We work with your sales team to create content and call scripts that allow you to reach out to your leads in an automated fashion while appearing seamless throughout the sales cycle.

The next step is to operationalize your campaign. Based on the strategy and content that has been established we set up ongoing, personalized and automated campaigns to continuously engage aging leads. This includes not only structuring your E-mail sales campaigns, but also training your sales teams on their new E-mail sales platform. We live by the mantra 'Good Data In, Good Data Out'. Without proper training and diligent tracking of sales activities by your team; the campaign can't know how to nurture each individual lead in a personalized and effective manner.

We continue to support you long after your campaigns are up and running. It's important to relentlessly fine tune your campaigns with current and updated content, results based analytics, and feedback from within the sales cycle. We also know that increased opportunities require increased resources so we also provide sales support teams to make sure that your prospects are as actively engaged as possible until they're ready to move forward in the sales cycle.

What It All Means

While your sales team is spending their limited time and resources going after the clearest path to revenue, our techniques ensure that your hard won leads aren't growing cold. We ensure that your second and third tier opportunities are continuously nurtured so they become your clearest path to revenue.

About RED Thread

Ancient Chinese lore tells of people destined to meet, tied together by an invisibly thin red thread; a connection between people, as well as communities, and organizations that spans space and time. Today that red thread ties you to your prospects and customers in incredibly state-of-the-art ways and is the reason we chose it as our name. **RED** Thread focuses on using innovated techniques and technologies to help connect you to your contacts in meaningful and enriching ways.