

# 2019

DWS Associates



## [SalesGen2020]

The SalesGen2020 Demand Generation Program is focused on developing the most effective integrated direct response marketing campaigns across all channels to generate a steady flow of the highest quality leads that will convert into profitable sales.

## **Introduction**

Imagine if you could generate more high value quality leads for your sales team. Imagine if you could prevent your sales team from cherry picking sales leads. Imagine if you could convert more high value sales leads.

## **Introducing SalesGen2020**

SalesGen2020 (the 2020 stands for the 20/20 vision required to see the real sales potential of leads and opportunities clearly). It is a lead generation optimization program. All marketing programs and tactics use direct response marketing practices and procedures to generate more high quality leads and sales with 20/20 vision of the marketplace.

SalesGen2020 Demand Generation Program helps you deliver a steady flow of well qualified leads. We work with you to develop sophisticated multi-channel, integrated direct response marketing lead generation programs.

With SalesGen202 Demand Generation Program, we can help fuel your sales team with high value pipeline of leads.

## **SalesGen2020 Prevents The Following Lead Generation Problems**

- Your lead generation efforts fail to generate “qualified” leads.
- Your lead generation efforts fail to meet or exceed the projected number of leads.
- Your lead generation program fails to generate an acceptable cost per lead or cost per sale.
- Your lead generation program fails to convert enough leads into buyers.
- Your lead generation program fails to consistently achieve key performance metrics such as sales/revenue, units sold, average order size, order frequency.
- Your lead generation program fails to address the target audience’s buying processes

- leading to significant gaps and lost opportunities.
- Your lead generation program fails to consistently identify the real decision-makers, resulting in lost time and missed opportunities.
- You have no consistently accurate process for forecasting the quantity of leads you need to keep your pipeline filled, generating profitable revenue.
- You're overspending on media/channels that fail to generate the quantity and quality of lead your program needs, at an affordable rate.
- Your sales staff spends their time cherry picking.

If you're experiencing any of the above problems, you could benefit from SalesGen2020 Demand Generation Program.

## **What Does The SalesGen2020 Program Include?**

The program includes the following:

- Identification and validation of the target audience / industry segments.
- Determination of the potential size of the prospect/buyer universe.
- Determination of the potential market opportunity for the target market and identified segments.
- Development of audience profiles and personas.
- Evaluation of media performance in terms of lead generation and quality. Are the media channels delivering the right types of prospects? Is there a qualitative difference?
- Identification of the best source for leads. Which channels and / or promotional activities. Development of the media / circulation plans and budgets.
  - On and offline
  - The review/analysis addresses paid, earned, owned and social media.
- Development of lead generation strategies, marketing and lead flow plans.

- This is the plan that details every point of contact and every step in the process of walking the prospective customer through the buying cycle. It details who, what, when and how.
- Development of messages and offers that drive prospects to engage. We make sure the messages and offers are generating the right type of prospects.
  - Offer development includes your product, product pricing strategy, any purchasing incentives, distribution, fulfillment, and the service components (e.g., buying terms, delivery options, guarantees, incentives, optional features, etc.).
- Determination of the campaign elements
  - Online (including advertising, SEM, social media) and offline or traditional media
  - Event tie ins
  - Sales promotion activities
  - Sales support programs / activities
  - PR tie in
- Development of the marketing calendar / contact strategy plan.
  - Develop the test plan.
  - Develop the rollout plan.
  - Develop the marketing budget for the program.
  - Develop the campaign pro formas and breakevens.
- And, finally, analysis of the programs results.
  - Analysis of the test program results and fine tune programs before rollout.
  - Analysis of the rollout program results and make changes to future program tactics/activities.
  - Validation that leads are being appropriately treated for the buying stage they are in.

## **Optional Services:**

The SalesGen2020 program assumes you have done the competitive market analysis, SWOT analysis, USP and positioning strategies; and if you haven't, we offer those and other services as options:

- Conduct competitive scans and SWOT of key competitors.
- Develop USP and positioning strategies.
- SEO / SEM Audit with recommendations and plan.

## **Pricing**

Call for pricing. Even though the services in the basic package are the same for all engagements, it may vary depending on your industry, the number of product categories, customer segments, and your business and sales management model. Call (651) 315-7588 or email [info@dwsassociates.com](mailto:info@dwsassociates.com) using the subject line: SalesGen2020 Demand Generation Program Request.

## **About DWS Associates**

Founded in 1982, DWS Associates is a full service marketing firm that develops and implements multi-channel marketing programs for organizations targeting business-to-consumer and business-to-business audiences in global markets. Our focus is on data-driven, innovative lead generation, lead nurturing, retention, and referral programs that attract, engage and retain profitable customers. Our staff is highly experienced in market research, competitive intelligence, business intelligence and analytics, strategic planning and campaign management - so we help you increase sales and marketing performance while building strong, unique, differentiated brands. The company also develops B2B and B2C sales and marketing solutions, applications and tools for overall program planning, management, forecasting, analysis and reporting.