



TECHNOLEDGE TOOLS

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Sales-focused marketing LeadMAX™ and the Buyer's Journey¹

The Buyer's Journey

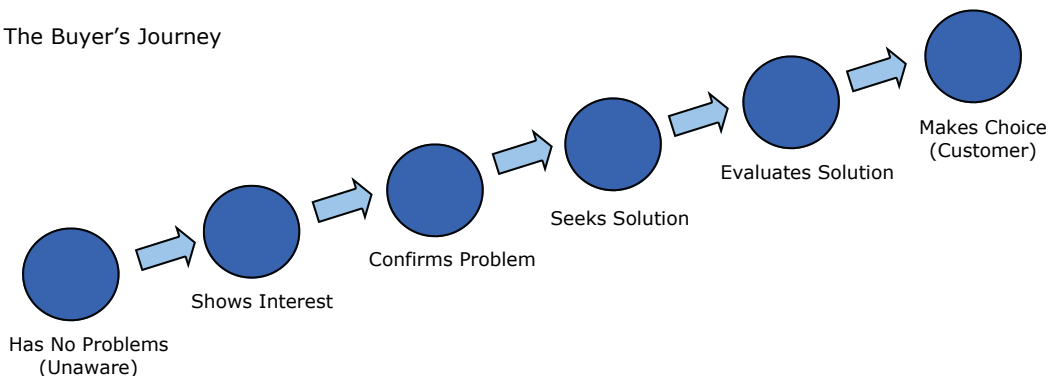
Ultimately, the only way to determine if someone will do business with you is to ask, but asking at the wrong time could be fatal. As in any relationship, the other person needs to be at the right stage for such a direct question, or:

- The relationship may falter, if asked too soon
- The opportunity may have passed, if asked too late.

Knowing at what stage decision makers are on the 'Buyer's Journey' is critical, if you are to satisfy their needs and progress them to being customers, without unexpected bumps, roadblocks or detours.

The Buyer's Journey is the sales cycle from the buyer's perspective, showing the thought processes that allow him to move from unaware (with no problems) to customer (choosing a solution to an agreed problem) as shown below:

The Buyer's Journey



What vendors need to understand

To engage the buyer at each stage² you need to understand his perspective and:

- That individual buyers/influencers in one company may be at different stages
- Know at what stage each individual is
- That different marketing materials are needed for each stage
- That individuals start at different times and travel at different speeds
- That stages in the journey can't be mixed up or missed out.

The vendor's situation

Most vendors have contact databases containing:

- Current prospects who are travelling well
- Recent prospects who accelerated briefly then slowed down
- Past prospects who started well then took an unexpected exit
- Future prospects who say they'll start the journey soon
- Old contacts who may be on the journey (or may be retired or deceased)
- Customers who have started new buyers' journeys
- Partners and network contacts with clients on different journeys,

and sales pipelines that are too short or narrow to assure that targets are reached.

¹ Hugh MacFarlane, MathMarketing Group, www.mathmarketing.com.au

Communicating with everyone on the database at the right time with the right message, can build deep, wide and reliable sales pipelines and strong networks of referees.

Marketing to different stages

The role of marketing is to prepare buyers to engage with the sales team, so marketing needs to include:

- **Increasing awareness** via print advertising, Google ads, media relations, newsletters, blogs and social networking
- **Generating interest** via print or electronic Direct Mail, conferences, trade shows, seminars, webinars and breakfasts
- **Identifying problems** and **nurturing** buyers via telemarketing until ready to engage.

As a result, most organizations have vast databases of contacts at different stages of the journey, who all need individual attention to keep them moving along. Many organizations don't have the time or resources to fuel the journey so, very often, the majority of contacts in the corporate database are left beside the road.

At the same time, sales resources are often focused on buyers too early in the journey. This causes buyers to put on the breaks, take a detour or find an exit, delaying or cancelling their journey and contracting the sales pipeline—the reverse of the desired outcome.

Marketing to all stages

To leverage investment in existing databases and to focus sales resources only on those qualified sales opportunities that can become profitable customers, organizations need to:

- **Co-ordinate** marketing activities to capture all contacts at all stages of the journey
- **Communicate** with them with the right message at the right stage
- **Track** their progress along the journey
- **Alert** sales only when they are ready to engage.

Like any journey, this requires planning, provisioning and a vehicle. With buyers, it also requires automation to handle multiple contacts at different times, individually and cost-effectively.

LeadMAX for the whole Buyer's Journey

We developed [LeadMAX](#) Smart Lead Generation to maximize predictability, reproducibility and success from telemarketing. To extend the LeadMAX approach to:

- Address the earlier and later stages of the buyer's journey
- Ensure consistent strategy and messaging for the full length of the journey
- Align communications with each stage of the journey
- Ensure no prospects are left by the roadside,

we have added StrategyMix² technology to automate the process. LeadMAX Smart Lead Generation has been expanded to:

- Identify the characteristics of your ideal customers
- Determine who in your database meet these criteria
- Define the decision makers within these organizations
- Define what questions will qualify ideal customers
- Define and create the materials needed for each stage of the journey
- Isolate other database contacts and maximize their contribution
- Pull it all together in a systematic, automated cost-effective process
- Ensure that it runs in the background, continuously replenishing your sales pipeline.

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2 Jonathan Calver, StrategyMix, www.strategymix.com.au