

Customer Outreach

Pipeline Growth Starter Guide

A hand holding a smartphone, with a futuristic digital interface overlaid on the background. The interface features various data visualization elements like charts, graphs, and icons, all in a blue and white color scheme.

WaveCloud

Introduction

In today's data-driven business environment, sales and marketing departments are obsessed with increasing the speed and accuracy of the information they receive from salespeople and improving the customer's experience. Trade Shows remain the favored marketing engagement for organizations of all sizes (six years running). These events are undoubtedly an excellent nexus point for manufacturers, systems integrators and end users. However, our research and experience finds that most trade show connections are rarely followed up on or with minimal attempts (two). This is a tremendous expenditure with a poor return on investment but it doesn't need to be.

New Challenges to Growing Sales:

The state of sales report by salesforce.com provides some insightful statistics regarding available bandwidth per salesperson. They cite that on average, salespeople are engaged in selling only 34% of their time and everything else ranging from internal meetings, travel and administrative tasks comprise the remaining 66% of their time. Out of 34% only 9% is dedicated to outreach.

While lead generation accounts for a high percentage of importance (85%), Sales and Marketing departments have become reliant upon electronic methods for post event follow up. Our article covering [Lead-To-Revenue](#) provides some insights on increasing responsiveness and engagement for successful events.

While manufacturers utilize web based tools, white papers, newsletters, trade show events and magazine advertising to generate brand awareness and end user interest. Manufacturers rely chiefly on their channel partners to bring in new business and dedicate most of their sales resources toward enablement versus lead generation.

Customer Experience

Today's Customers have more information at their fingertips than ever, but this abundance of data and options has created a very complicated and muddy environment for them to navigate. Which is why 78% seek salespeople who act as trusted advisors. To break through this barrier and ensure your products are receiving the necessary influence, means your sales and marketing efforts need new tools to achieve success.

According to buyers, 82% say they accept meetings with sellers who reach out to them and 70% of sellers connect with them and generate meetings using the phone. 71% of buyers want to hear from sales organizations early in the discovery process.

CX - Customer Experience

Customers desire authentic and personal interaction, not cold and forgettable email communications. The human element in the process is taking center stage and focusing on the customer's experience with your company.

CPX - Channel Partner Experience

The market is consolidating - it's often not enough to produce terrific products; sales teams are required to keep channel partners engaged and excited about your products over competitors. Many sales organizations have difficulty supporting their channel partners with continued education, product demonstration support, design assistance along with pricing and competitive intelligence to help them win business. The majority of sales teams are spread thin or only spending time with 20% of select partners, making the likelihood of an engaged and growing sales channel improbable.

MI - Marketing Intelligence

Gathering accurate and useful intelligence on the market, perception of your company and future trends is extremely difficult. Even when soliciting feedback, many will not take the time to share valuable insights. Therefore, having an outside sales organization that gathers realtime insights becomes a significant competitive advantage.

Customer Outreach

Creating a customer outreach process for your company achieves increased pipeline growth for your sales organization without burdening outside sales teams. Wave Representatives created WaveCloud™ a unique customer success platform that addresses “sales persistency” the average lead requiring up to twelve or more follow ups before responding. WaveCloud™ also focuses on many other time intensive sales and marketing tasks; company research, contact identification, customer outreach, project discovery and more to help drive new project business through your certified channel partners.

As stated in our article on project generation, “WaveCloud™ is not another B2B lead generation service. End users require personalized outreach not more email in their inbox. Our sales development representatives act as a concierge providing relevant information for their initiatives and connecting them with subject matter experts when they need help making sound technology choices.

WaveCloud™ is a unique service due to our depth of knowledge and ability to out-perform agencies that offer a limited scope of service aimed at data mining large amounts of accounts. Wave Representatives is focused squarely on helping manufacturers succeed by systematically building their reach with end users and channel partners.”

Our pricing structure is comprised of a low monthly subscription rate plus commissions. This allows you to achieve more than lead generation, this empowers your organization to scale new sales growth and brand loyalty.

If you would like WaveCloud™ to help your organization drive new business and channel partner enablement, connect with us today to start the conversation.

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