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Tactic #17

Revenue Quickstart.

Questions to guide your Revenue
Quickstart for 2024.

In today's competitive market, the alignment of marketing and sales is crucial for driving revenue growth. The 'Revenue Quickstart' guide is designed to help founders and CEOs understand and implement effective marketing strategies that directly contribute to the creation, conversion, and acceleration of sales opportunities. By focusing on these key areas, you can significantly improve the performance of your sales pipeline and generation of revenue.



Step 01.

Enhancing Sales Opportunities

Action Steps:

Align Marketing and Sales: Ensure that marketing strategies and sales targets are aligned and that both teams are working towards common business goals.



Optimise Lead Generation: Refine your marketing channels and tactics to target and attract your ideal customer profiles cost effectively.



Improve Lead Handoff/Ownership: Establish clear processes and criteria for passing marketing-qualified leads to the sales team for immediate action.

Success and Measures:

- **Success:** An increase in the number of high-quality sales opportunities closed.

- **Measures:** Track lead quantity, quality, velocity and the conversion rate of marketing-created leads.

- **Cadence:** As a single revenue creating team, review these metrics monthly to adjust strategies and improve alignment.

Step 02.

Identifying High-Quality / High-Intent Leads

High-intent leads are crucial for optimising your sales and marketing resources, focusing your efforts on the prospects most likely to convert. This part of the guide provides a structured approach for founders and CEOs to enhance their team's ability to spot and engage high-intent leads, thereby increasing conversion rates and improving sales efficiency.

Questions to Consider:

1. How are we currently scoring leads, and does our scoring system effectively identify high-intent behaviours?
2. What specific behaviours or engagement patterns are we using to define a high-intent lead?
3. How does feedback from the sales team inform our understanding of purchase intent?
4. Are we utilising the best tools and technologies to track and analyse lead behaviour and intent?

Action Steps:

Refine Lead Scoring: → Review and refine your lead scoring criteria to ensure they accurately reflect lead intent, incorporating demographic and behavioural data.

Monitor Engagement: → Develop a system to monitor and evaluate lead behaviours, such as website interactions, content downloads, and webinar attendance, to gauge purchase intent.

Facilitate Sales-Marketing Alignment: Establish regular feedback loops between sales and marketing to share insights on lead quality and behaviour, ensuring continuous refinement of lead identification strategies.

Success and Measures:

- **Success:** An increase in the number of high-intent leads identified and a higher conversion rate for these leads.
 - **Measures:** Improvement in lead scoring accuracy, conversion rates of high-intent leads, and sales cycle times for these leads.
 - **Cadence:** Review lead scoring effectiveness and conversion rates monthly, adjusting strategies based on sales feedback and performance data.
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High-Intent vs. Low-Intent Leads – A Strategic Approach

The business environment is fast and the game is always evolving, understanding the nuances of your prospect's intentions can greatly enhance the efficiency and effectiveness of your sales and marketing efforts. Moving beyond the traditional pipeline view, which often treats all prospects similarly, focusing on the intent of leads allows for more targeted, personalised, and successful engagement strategies.

Why Shift the Focus?

- **Enhanced Efficiency.** By identifying high-intent leads, teams can prioritise their efforts on prospects more likely to convert, optimising resource allocation and maximising ROI.
- **Improved Conversion Rates.** High-intent leads have demonstrated behaviours that indicate a readiness to purchase. Focusing on these leads typically results in higher conversion rates, as the engagement aligns more with their immediate needs.
- **Tailored Engagement.** Understanding the distinction between high and low intent enables more personalised marketing and sales approaches. High-intent leads may benefit from direct sales outreach, while low-intent leads require nurturing campaigns to guide them through the buyer's journey.
- **Data-Driven Insights.** This approach encourages a more data-driven strategy, where decisions are made based on lead behaviour and engagement, allowing for more precise targeting and messaging.

Contrast with a Traditional Pipeline View:

- The traditional pipeline approach often assumes a linear progression of leads through stages without necessarily accounting for varying interest levels and readiness to purchase among different leads.
 - By focusing on intent, companies can adopt a more dynamic and flexible approach, recognising that not all leads follow the same path or timeline to conversion.
 - This shift enables businesses to more effectively align their sales and marketing strategies with their buyers' actual behaviours and needs rather than adhering to a one-size-fits-all pipeline progression.
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Step 03.

Improving Conversion Rates

Questions to Consider:

1. How well do our marketing messages and materials support the sales process?
2. What role does marketing play in nurturing leads throughout the sales funnel?
3. How do we track and analyse the conversion rates at various sales funnel stages?
4. What feedback mechanisms are in place to continuously improve the alignment between marketing and sales?

Action Steps:

Support Sales

Enablement: Develop marketing materials that support the sales team at each stage of the buying process.



Nurture Leads:

Implement targeted marketing campaigns to nurture leads and move them through the sales funnel.



Analyse and Optimize:

Regularly review conversion rates to identify bottlenecks and opportunities for improvement.

Success and Measures:

- **Success:** Improved conversion rates across the sales funnel.
- **Measures:** Conversion rates at each funnel stage, time to convert (contributes to pipeline velocity), and overall ROI from marketing to sales.
- **Cadence:** Analyse conversion rates bi-weekly and adjust tactics accordingly.

Step 04.

Accelerating Sales Velocity

Questions to Consider:

1. How does marketing influence the speed at which leads move through the sales pipeline?
2. What strategies do we have in place to maintain engagement and momentum with prospects?
3. How do we identify and address bottlenecks in the pipeline?
4. How are we leveraging data and insights to optimise pipeline velocity?

Action Steps:

Enhance Engagement: →

Utilise targeted marketing initiatives to keep prospects engaged and progressing through the pipeline.

Address Bottlenecks: →

Use analytics to identify and rectify stages in the pipeline where prospects stall.

Leverage Data:

Implement data-driven strategies to forecast and improve pipeline velocity.

Success and Measures:

- **Success:** A measurable increase in the speed at which deals progress through the pipeline
- **Measures:** Average deal velocity, stage conversion times, and overall pipeline efficiency.
- **Cadence:** Review pipeline metrics monthly to identify trends and make data-informed decisions.

Step 05.

Aligning Sales and Marketing

Questions to Consider:

1. How integrated are our marketing and sales data systems?
2. What metrics are we using to evaluate the overall performance of our marketing and sales integration?
3. How does our data integration impact our ability to make informed business decisions?
4. What improvements can be made to enhance data sharing and analysis between marketing and sales?

Action Steps:

Ensure Data Integration: →

Facilitate the integration of marketing and sales data to provide a unified view of the customer journey.

Define Key Metrics: →

Establish clear metrics that reflect the performance and impact of marketing on sales.

Foster Continuous Improvement: →

Use integrated data to continuously refine and optimise marketing and sales strategies.

Success and Measures:

- **Success:** Seamless integration of marketing and sales data, leading to more informed strategic decisions.
- **Measures:** Data consistency, accessibility, and the impact of integrated data on decision-making.
- **Cadence:** Conduct quarterly reviews of data integration effectiveness

This 'Revenue Quickstart' guide is not just about marketing or sales in isolation, creating a close working relationship between the two is just as key.

By focusing on these key areas, you can make sure that your marketing efforts are directly contributing to the growth of your sales pipeline and, ultimately, to an increase in revenue.

At SwayTech we're embracing new ways of working, uniquely suited to injecting both strategic and execution capabilities into Kiwi Tech businesses.

If you'd like support in accelerating your sales velocity and aligning your sales and marketing efforts, connect with us at SwayTech. Our Advisory team of Fractional executives can help.

Whether you're a tech CEO, a visionary founder, or a senior marketing leader, we can help you sharpen marketing strategies, from prepping for that all-important raise to maintaining that post-raise momentum or powering up your next growth targets. We journey with you to define solutions that pack a punch and deliver lasting impact, even if marketing is not your happy place.



We'd love to have you as part of our professional network, follow us on [LinkedIn page](#). We're all about building and sharing knowledge, and supporting Kiwi Tech businesses to grow.

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