



# **FLEET Leads**

**S A L E S   F O R C E**

**MORE SALES PER  
MARKETING DOLLAR**



**HAVILL**  
CONSULTANTS

# HAVILL

CONSULTANTS

Dear Marketer,

B2B marketers are challenged to develop the most cost effective program to funnel interested prospects to their sales team and channel partners. *FleetLeads* is a unique technology platform for optimizing this process.

Most of our clients use *FleetLeads* because their marketing programs do not generate enough qualified prospects. They don't want their sales reps or channel partners wasting time prospecting for new accounts when they could be in face-to-face meetings closing a sale.

Our Fortune 500 clients find that *FleetLeads* has capabilities not found in their CRM systems. Since *FleetLeads* is focused on prospecting, there is no need to store sensitive customer data. For this reason, *FleetLeads* becomes a data warehouse where sales, marketing, outsource vendors, and channel partners collaborate on their respective tasks in order to move prospects through the sales pipeline.

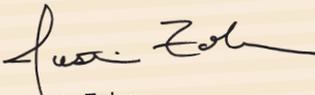
Not only does *FleetLeads* enable marketers to prospect on behalf of their sales team, it also records the outcome of their activities. Real-time reports showing the cost per qualified lead and the timeliness of sales follow-ups provide the information marketers need to target campaigns where they will generate the most revenue.

Will *FleetLeads* deliver the promise of sales growth with no increased marketing expense?

The answer begins with a question: What is the cost per qualified prospect for your advertising, trade show, direct mail, and sales prospecting activities? If you don't know or if the cost is more than \$45, *FleetLeads* warrants consideration.

The best way to evaluate *FleetLeads* is to test drive the system. Our pilot programs are designed to show the cost per qualified prospect relative to your current marketing programs. We are confident you will find that *FleetLeads* will stretch your marketing dollar further.

Best Regards,



Justin Zohn

Senior Consultant

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## What is *FleetLeads*?

*FleetLeads* is an Internet technology platform that is specifically designed to optimize a company's sales processes for acquiring new customers. *FleetLeads* is a comprehensive, start-to-finish product that can help clients create value at each discrete step in the sales cycle, which includes:

- Building a Database of Prospects
- Executing Marketing Campaigns
- Qualifying Leads
- Setting Appointments
- Closing the Sale

*FleetLeads* technology allows clients to manage each step separately with the most cost effective resource. For example, many clients outsource lead qualification so that their sales reps can focus their time on bona fide prospects.

The *FleetLeads* report center monitors productivity at each stage of the sales process. This is a distinguishing feature because, prior to using *FleetLeads*, most clients did not track the conversion of leads to appointments, and to sales. Not knowing the cost per prospect makes it difficult to evaluate and improve the effectiveness of customer acquisition activities.

When new clients sign up for the *FleetLeads* program, they are assigned a consultant who builds their system and provides training and technical support. There are two common configurations. *FleetLeads* for your:

**DIRECT SALES FORCE** — Research shows that clients using our technology to qualify leads and set up appointments, increased face-to-face selling time by 35%.

**CHANNEL PARTNERS** — Research shows that clients using our technology improved sales productivity by 23%.

Typically, a pilot system is set up for a branch or partner location. Within approximately eight weeks, enough data is available to determine if the pilot should be expanded.

*FleetLeads* is  
a program for  
B2B marketers  
that increases  
face-to-face  
selling time  
by a minimum  
of 17%.

## Situation: Reps Need to Close More Sales

A recent study by Proudfoot Consulting reported that, overall, sales reps only spend 11% of their time actively selling.<sup>1</sup> When sales reps are asked how to boost their selling time, their number one response is: *Provide us with more leads.*

Sales results will be disappointing, however, if you simply provide more leads. The solution is more complicated, it must:

- Deliver qualified prospects in a timely manner
- Measure follow-up results, and
- Reduce total customer acquisition costs

This is exactly what *FleetLeads* has been designed to do.

## Distinguishing *FleetLeads* Features

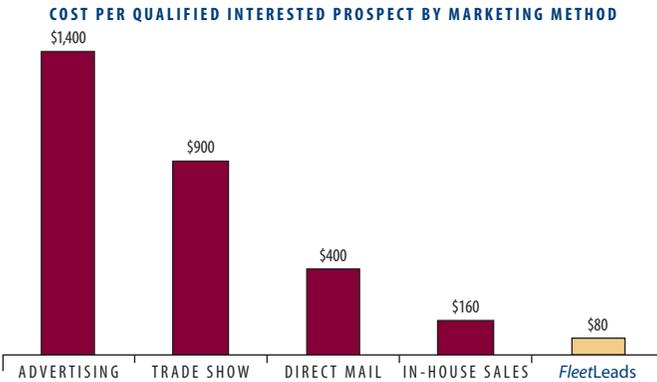
- More sales per marketing dollar
- Prospect 40% faster using *FleetLeads* data
- 17% more selling time by qualifying leads
- 35% more selling time by setting appointments
- Real-time collaboration with metrics
- Demo and pilot provide proof of value

# More Sales Per Marketing Dollar

Sales leads come from many sources: advertising, trade shows, field sales, telemarketing, and direct mail. Unfortunately, many of these leads have limited value in their raw form because there is no system in place to qualify leads and turn them over to the appropriate sales rep.

Quite often, the leads a sales rep receives lack a contact name, and rarely contain the name of a verified decision maker. Furthermore, there may not be a sales or volume potential associated with the leads. As a result, many sales reps are hesitant to make follow-up calls, and the leads fall by the wayside.

To determine the true value of a marketing campaign, only include those leads where the decision maker has been identified and the criteria for being an interested buyer are met. Then, the direct cost per qualified prospect is simply the cost of each campaign divided by the number of qualified prospects it generated.



Note that while *FleetLeads* is less than half the cost of In-House Sales, there is a significant, additional benefit: sales reps substantially increase their face-to-face sales time because they don't have to waste time qualifying their own leads.

*FleetLeads* is the lowest cost method to acquire new customers on a cost per qualified prospect basis. *FleetLeads* is half the cost of having an aggressive sales force manage the lead qualification process themselves!

## Prospect 40% Faster Using *FleetLeads*

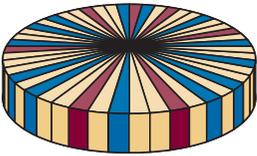
Unfortunately, the majority of prospecting data available to sales reps are in abysmal condition. When a database does exist, it is typically in a CRM application intended for customer service use. Prospects are commingled with customers. Duplicate records, companies that have moved or are out of business, dead prospects, and bad or missing contact information is the rule rather than the exception.

*FleetLeads* solves this problem by building a fresh new prospecting database from the ground up. The most effective databases begin with a careful analysis of "good customer" characteristics, then merge and purge the best available lists into the *FleetLeads* prospect database.

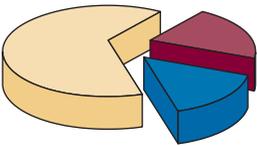
There are several advantages to this approach. When the same record is found in multiple databases, it is tagged as a validated prospect. In addition, the *FleetLeads* database is being continuously maintained, providing the freshest and most complete list available.

The accuracy of a typical *FleetLeads* database exceeds 85%, compared to lists commonly available to sales reps, where 40% of the records may be ineffective. This factor alone increases sales productivity up to 40%!

Typical Marketing Database



*FleetLeads* Database



Customer (blue) and ineligible (red) records are set aside allowing sales reps to focus their selling efforts on active prospects (yellow).

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## 17% More Selling Time by Qualifying Leads

The most effective way for reps to meet their sales goals is by increasing face-to-face selling time. For this reason, both management and the rep look for ways to cut out wasted activities.

Prospecting is an area of opportunity. When sales reps make calls, they are only moving the sales process forward when they speak to the decision maker at a qualified company. All other calls – wrong numbers, refusals, left messages, referrals, and ineligible prospects – are wasting the sales rep’s time.

Many of our clients find that the most cost-effective way to increase sales is to outsource the lead qualification task. With *FleetLeads*, sales reps can focus on selling rather than enduring all the frustrations associated with qualifying prospective customers. Our research shows that this alone will increase face-to-face selling by 17%.

Of course, these benefits cannot be realized without technology that allows different people to work on different stages of the sales process. *FleetLeads* has been designed as a collaborative Internet platform for that purpose.

	Percent
Total	100%
Number Disconnected	1%
Refused	1%
Left Message	15%
Existing Customer	1%
Referred	2%
Ineligible	27%
Qualified Leads	53%

47% of Calls Are Wasted

Nearly half of all calls result in wasted outcomes. Just by providing qualified leads, the time available to sales reps for face-to-face selling jumps by 17%.

## 35% More Selling Time by Setting Appointments

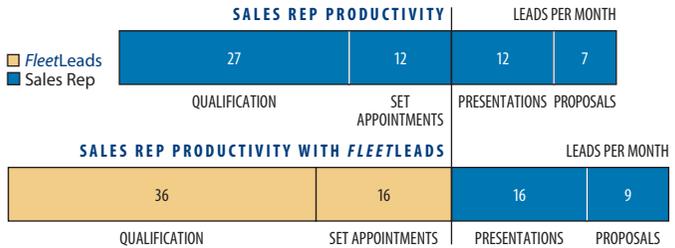
Lead qualification provides sales reps with Internet access to a list of eligible prospects in their market area. To be eligible, the prospect must have characteristics similar to good customers and the decision maker must be identified.

Qualified prospects are typically sent some form of market communication via email, fax, or post, to generate awareness and “warm up” the prospect for a sales follow-up call.

The next call begins with an “initial benefit statement” to generate interest. This step is critical toward establishing a rapport. At this point in the discussion, carefully crafted questions will determine if a meeting will provide the sales rep with a reasonable opportunity to close a sale. If so, an appointment is set.

When the appointment-setting responsibility is outsourced to dedicated specialists, our research shows that the time available to the rep for face-to-face selling increases by 35% or more.

By outsourcing lead qualification and appointment-setting, sales reps are able to spend more time making sales presentations and generating proposals.



Since *FleetLeads* is an Internet-based technology, any resource can work on any task in the sales process, regardless of their physical location. This enables clients to break the sales process into discreet stages and assign the most cost effective resources to each task.

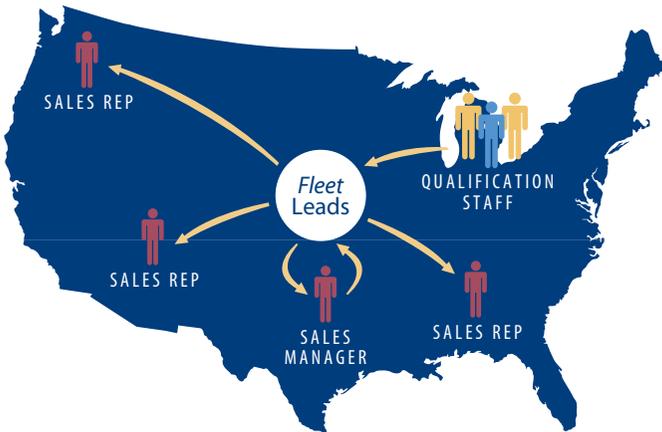
## Real Time Collaboration with Metrics

*FleetLeads* can be thought of as a sales machine: input leads, output customers. The machine processes information.

Effectiveness is measured by the percentage of leads that are qualified, the percentage of qualified leads that result in appointments, and the percentage of appointments that result in closed sales. Efficiency is measured by the time it takes to move prospects through the sales pipeline.

The miracle of the Internet is that it removes geography as a constraint on the flow of information. Using Internet technology, *FleetLeads* manages communication to prospects, enabling real-time collaboration among sales reps and their support team.

A fundamental business axiom is: "You can't improve what you don't measure." *FleetLeads* has a built-in report center that tracks the sales pipeline in real-time. These reports measure productivity by rep, location, territory, list source, and campaign; enabling management to identify poor performance and take corrective action.



*FleetLeads* is a real-time, Internet based system. Sales reps are able to access qualified leads that are continuously updated. Sales managers can add or view leads and run reports to see the metrics of their campaigns.

## Demo and Pilot Provide Proof of Value

Are you looking for ways to increase sales productivity and lower customer acquisition costs? Does it appear that *FleetLeads* holds the promise of delivering these benefits to your company?

If so, we would appreciate the opportunity to learn a little bit more about how you currently manage your sales pipeline. At the same time, you would be able to ask questions about how these same tasks would be carried out using *FleetLeads*. An online demo is also provided so that you can see how easily these tasks are performed.

After the demo, if there appears to be a fit, you might consider moving forward with a pilot program with one of your sales units. During a pilot, you will have the opportunity to use *FleetLeads* reports to monitor sales productivity and determine your actual cost per lead. This will provide the information you need for a side-by-side comparison with your current marketing programs.

Please call (800) 542-8455 and ask to speak to a *FleetLeads* consultant for more information.

## About the *FleetLeads* Program

The origins of *FleetLeads* date back to 1996. A major oil company<sup>2</sup> was looking for a vendor to manage their B2B direct marketing program for fuel cards. Because management embraced the concept of neighborhood marketing, they wanted a solution that would enable their extensive network of wholesalers and dealers to follow-up on national marketing campaigns at the local level.

*Oil Express*, an industry trade publication, recently wrote about the success of this strategy, calling our client the undisputed king of the refiner credit card realm. Our client put it simply: It's all about building long-term relationships.

Havill & Company was founded in 1986 as a full service B2B market research and management consulting firm. It is an important distinction that *FleetLeads* is a marketing program that happens to incorporate computers, *not* a computer program that happens to incorporate marketing.

### ENDNOTES

1. Proudfoot Consulting. (2005). *2005 Productivity Report: An international study of company-level productivity*.
2. Company policy forbids disclosure. References available.

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