# Comment créer une stratégie de qualification de leads et implanter la fonction LDR/BDR au sein de votre département marketing

Big Bang 2023

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*chez Korem*

***Et vous?***

B2B

Marketing

Ventes

Générez-vous assez de leads?

Recevez-vous des leads qualifiés?

# Agenda

- Contexte
- Pourquoi implanter la fonction BDR au sein du département marketing?
- Comment l'implanter
- Comment mesurer les impacts et résultats

- À la fin de cette conférence, vous ressortirez avec:
  - *Les processus et méthodologies à mettre en place pour y arriver*
  - *Des heures de travail et de plaisir pour les semaines à venir* 😃

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# Lexique

**MQL**

Marketing Qualified Leads

**SQL**

Sales Qualified Leads

**LDR**

Lead Development Rep

**BDR**

Business Development Rep

# *Contexte*

# À propos de Korem

- 30 ans en affaires (2 bureaux)
- Le seul « one-stop shop » de solutions géospatiales en Amérique du Nord
- Clients Fortune 500
  - *+1 000 projets livres*
  - *+15 partenaires*
- + 100 experts

# Nos équipes

## Équipe marketing

- 6 personnes
  - *Rôles axés sur la création de contenu*

- Mission = générer des leads et upsell/cross-sell

## Équipe ventes

- 6 Account Managers
- 1 customer success

- Mission = vendre et développer des comptes

# Activités qui génèrent des leads

**Visibilité - apprendre**

Ebook

Whitepaper

Vidéos

**Considération – évaluation**

Webinars

Campagnes essais données et logiciels

Événements

Campagnes Outbound LDR/BDR

**Décision**

Case studies

# Contexte marketing-vente

- Volume de leads élevé à traiter
- Capacité restreinte de l'équipe des ventes à qualifier des leads
- Désir de spécialisation de l'équipe de ventes
  - *Générer des opportunités et gagner ces opportunités*
  - *Se concentrer sur le développement de leurs comptes assignés*
- Souhait d'améliorer l'alignement marketing-vente

# Solution:

# Implanter la fonction BDR

# Pourquoi au département marketing plutôt que ventes?

- 99% des leads sont générés par le marketing
- Suivre les leads générés le plus longtemps possible à travers le parcours client
- Augmenter notre visibilité sur l'impact de nos campagnes et sur les résultats
    - *Feedback en temps réel*
- Faire en sorte que les ventes se concentrent l'action de vendre

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# Objectifs

Maximiser les investissements marketing

Améliorer la rétroaction sur la qualité des leads et leur niveau de qualification

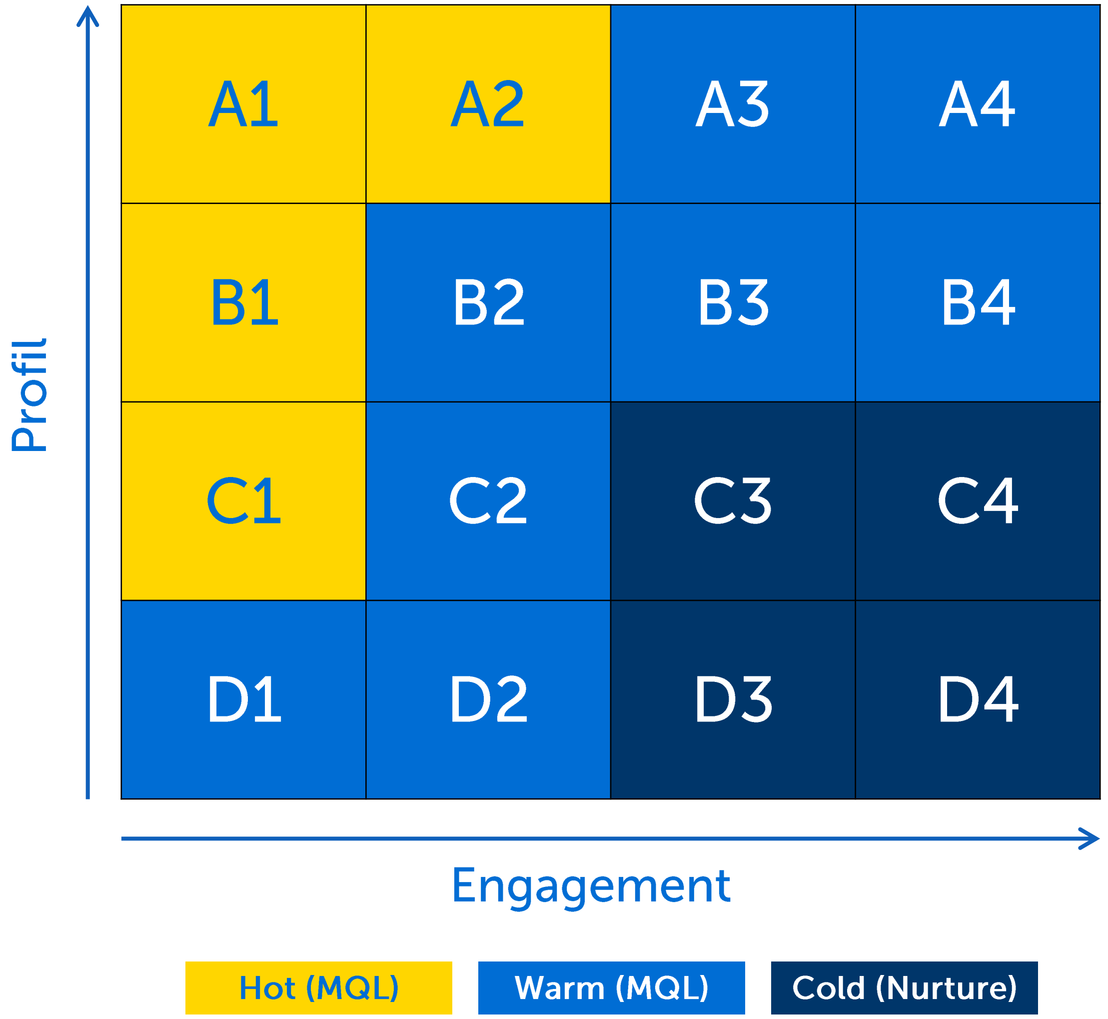
Améliorer le *nurturing* de nos leads à l'aide d'interactions personnalisées

Augmenter le taux de conversion de MQL à SQL et de SQL à opportunité générée

Diminuer la pression sur les *Account Managers*

# *Processus d'implantation*

# *Lead Scoring*




## Score du lead:

Segmentation du compte (A, B, C, D)

- Profil du compte
- Potentiel d’achat

Engagement (1, 2, 3, 4)

- Nombre d’activités
- Niveau d’engagement par activité

**Le statut du lead en fonction de son score:**

- Warm leads sont des MQLs et nécessitent un suivi par le BDR.

# BDR vs Account Manager

## Business Development Rep (BDR)

Maximise les investissements marketing

Améliore le ciblage et la qualification des leads

Améliore le nurturing, conv. rate & feedback

Augmente le temps des AMs aux activités à valeur ajoutée et réduit le coût global

Focus sur la qualité et la qualification des leads

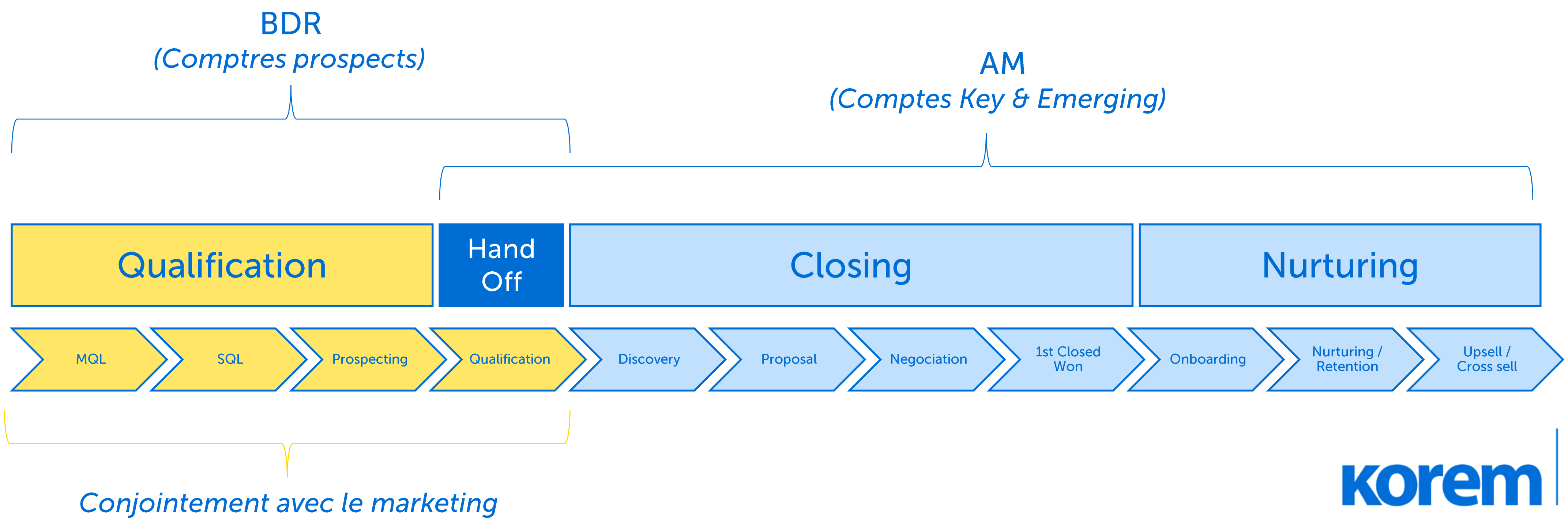
## Account Manager (AM)

Maximise la rétention de clients et les revenus

Maximise les parts de marché

Focus sur bâtir la confiance avec les clients et gagner les opportunités

Focus sur générer des nouvelles opportunités de ventes

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## PROCESSUS D'IMPLANTATION

# 1. Créer une boite à outils

- Templates scripts courriels/téléphone
- Plan de communication (qui communique avec le lead à quel moment)
- Processus de handoff
- Construire une charte BANT
- Questions de qualifications
- Formation *social selling*

### BANT CHART – FOR LEAD QUALIFICATION

The BANT framework for lead qualification hits the four main areas a BDR needs to address when working on qualifying a lead. These questions should be asked on your first discovery call and should set the standards for your negotiations with the potential buyer.

#### BUDGET

Goal: Get to know how much the prospect is willing to spend to buy our solution (and ultimately solve their problem), is the organization comfortable with that amount vs their need and do they have the required budget available?

- Do you currently have a budget allocated for this solution, or will you have to make the case for one?
- What is your budget for this solution?
- Is [price range] within your budget?
- How much have you spent on similar solutions in the past?
- What is your annual revenue?
- Would you be willing to meet us at our price if it means great service?

#### AUTHORITY

Goal: Get to know who are the people involved in the decision-making process and who are the positive or negative influencers? (Champion, influencer, legal, procurement, business, IT, users, etc.)

- Are you the decision maker?
- If not, who is the decision maker?
- Is there anyone else in your company you'd like or need to include in these discussions?
- Do you anticipate any pushback from your colleagues or superiors against this solution?
- Who first decided to explore the idea of this solution within your company?
- What are the best times/days to follow up with you for next steps throughout this process?

#### NEED

Goal: Get to know what's the problem that needs to be solved or the solution that can be improved, and most importantly, how does it add or destroy value for the customer?

- What are your biggest challenges this year?
- What are your biggest priorities this year?
- Who are your biggest competitors?
- What are your company's competitive strengths and weaknesses?
- One of the most common issues we keep hearing about [blank]. Is this an issue for you?
- What are your business growth goals for this year?

### Qualification Question

First, ask yourself if this opportunity fit into our target audience of industry, size, or revenue? Also, look for any red flags indicating the client might be a giant jerk!

#### Introduction

- How did you hear about us?
- What attracted you to our brand?
- How can we best help you make this decision?
- As I mentioned earlier, I'd like to share a few ideas that have helped our clients succeed in the X, Y, and Z areas. Before we get going, by the time we're done with this call/meeting, what else might you like to cover?
- If, at the end of this call/meeting, you looked back and thought 'that was an hour well spent' what would we have covered?

#### Need

- Can you tell me a bit about your business?
- What is your current focus?
- How do you operate?
- What is your company's objectives in the next 12 months?
- What is your company's priorities?
- What are your department's priorities?
- What are your biggest challenges, goals, annoyances and problems?
- What problems would you like to resolve?
- What works well and what doesn't work very well?
- Why do you work this way?
- What are your short-term goals? Long-term goals?
- What are your business goals over the next six months?
- How does your process work now?
- What do you love about your current process?
- What are some of your expectations for this product/service?
- Can you help me understand that a little better?
- What are your company's goals?
- Where do you see your competitors surpassing you?
- What's your most important priority?
- What's your most urgent priority?
- What internal resources do you have to apply to this challenge?
- What are your competitors doing that you're not and wish you were?
- What do you want to be the best at? What do you want your company or department to be renowned for?
- Out of all your company's initiatives which one does your team most struggle working with?
- What do you think is missing?

### HANDOFF CHART – FOR LEAD QUALIFICATION

#### Preliminary research

- Company size and revenue
- ...

#### When to invite the AM on first call?

- When you have enough information at first sight (need), invite AM to a call
- If you feel you're limited in the knowledge of the solution requested by the lead, invite an AM to a call
- Use your common sense to decide if you need to assign it now or jump on the first call

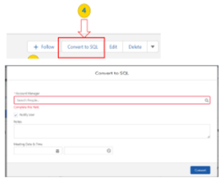
#### When to convert the MQL into an SQL?

- When the first call with the MQL was done and you have been able to gather more information on the BANT (especially the Need)
- If the lead requests a quote
- If the lead speaks to you about the potential products and solutions he had considered for his project

#### What to do to pass the SQL to the proper Account Manager?

When you know the lead is ready to move to an SQL:

1. Look at the assignment rule and to define which Account Manager should be assigned to this lead
2. Look at the Account Manager's calendar and schedule a meeting between the lead and the Account Manager
3. Convert the lead into an SQL in Salesforce, assign the proper Account Manager and write the next meeting date and time.

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PROCESSUS D'IMPLANTATION

# 2. Embaucher et former

- Profil recherché
- Mettre en place la séquence d'événement
- Parrainer avec un Account Manager Junior
- Rencontrer LDR/BDR externe pour échanger sur les meilleures pratiques

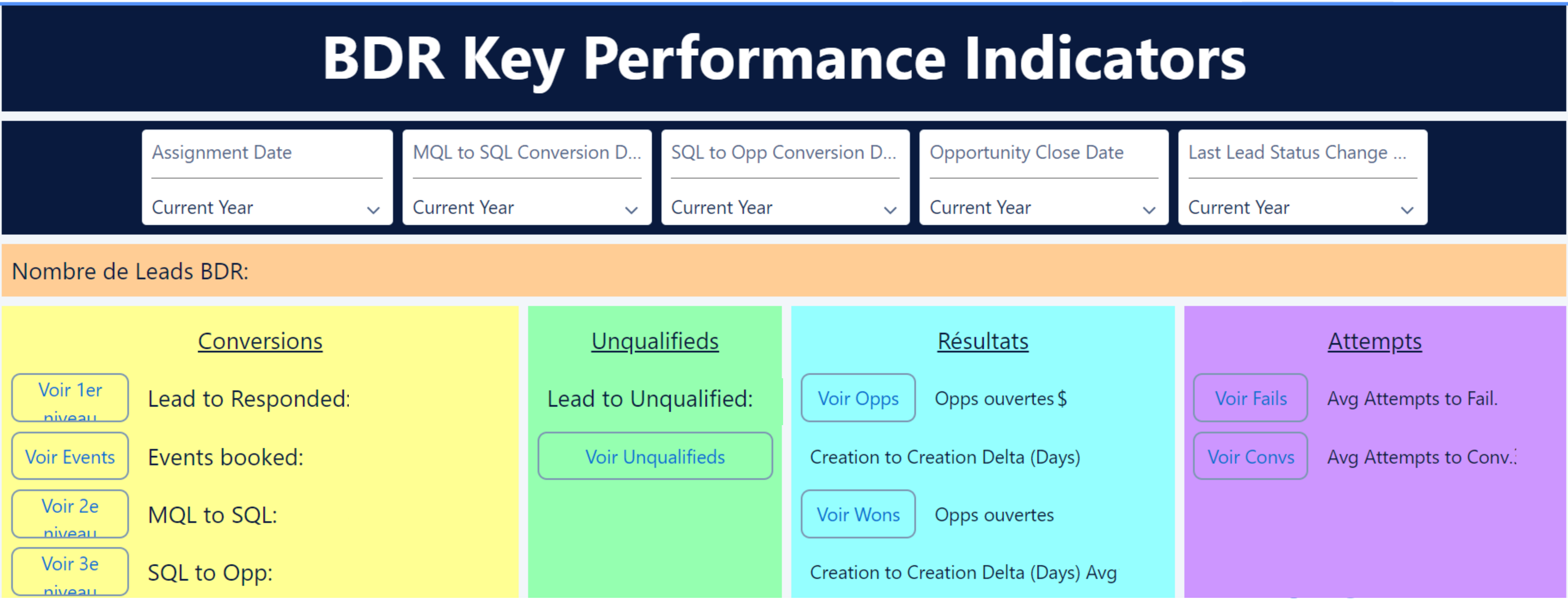
PROCESSUS D'IMPLANTATION

# 3. Sélectionner un outil de travail

- Utilisation de Salesforce (CRM)
  - *Processus dans CRM – manuel, tenter d'optimiser au maximum*
  - *Templates courriel*
- Test nouvel outil spécialisé pour BDR
  - *License Outreach*
- Impact positif = 2x moins de temps pour contacter les leads

PROCESSUS D’IMPLANTATION

# 4. Établir les KPIs et mesurer les résultats



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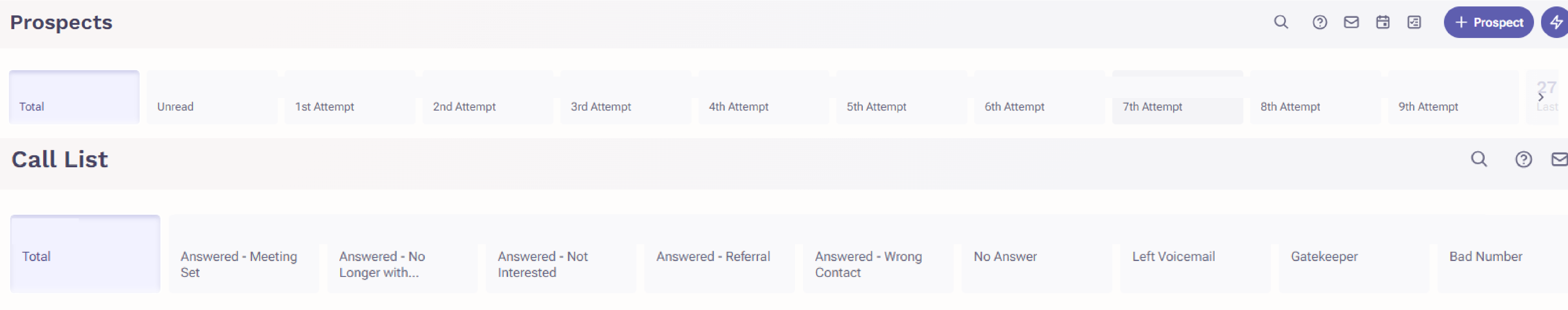
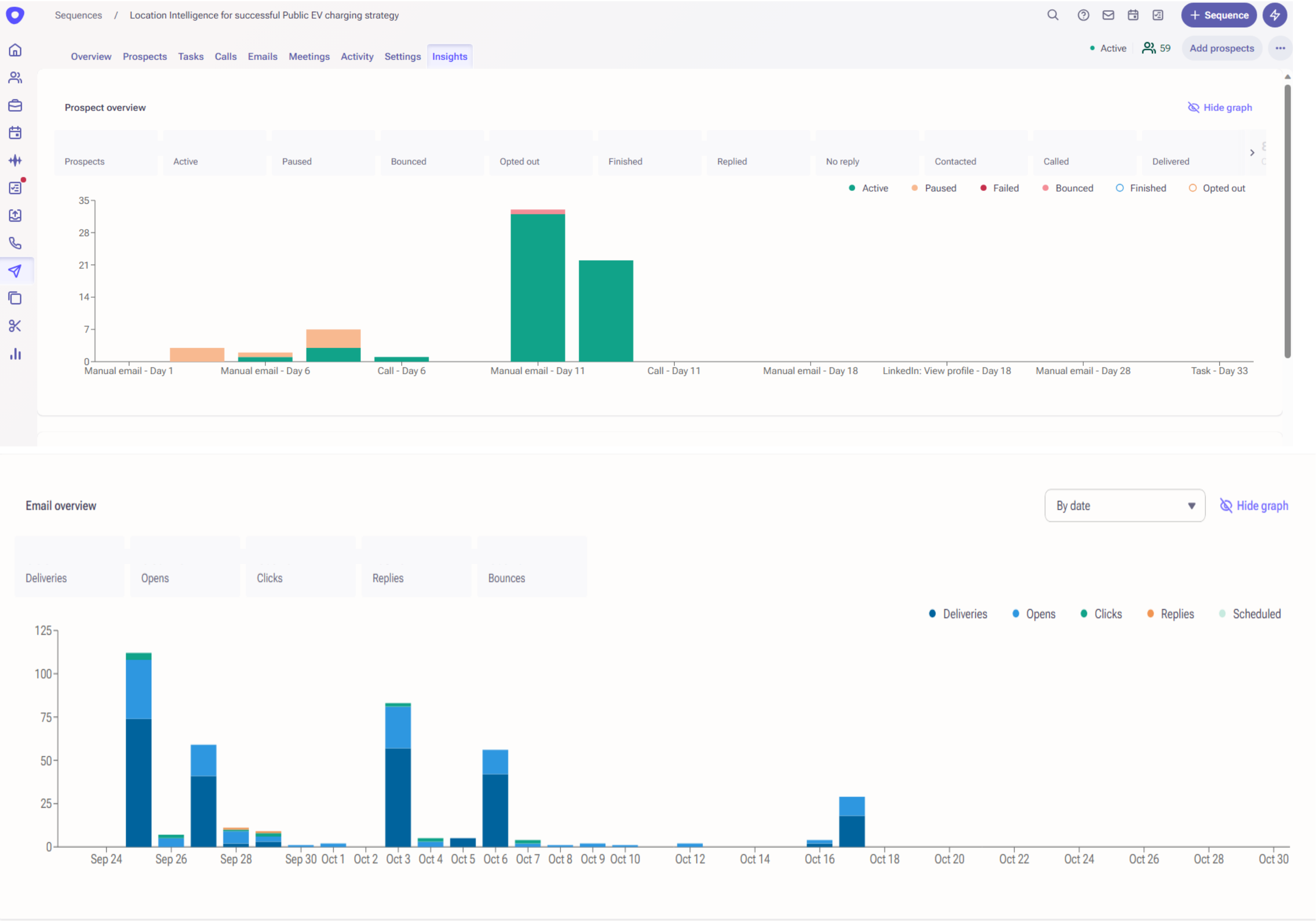


# PROCESSUS D'IMPLANTATION



# Récapitulatif des étapes d’implantation

| # | ÉTAPES | TEMPS |
|---|---|---|
| 1 | Créer une boite à outils | 2 mois |
| 2 | Embaucher et former | 6 mois |
| 3 | Sélectionner un outil de travail et le tester | 6 mois |
| 4 | Établir des KPIs et mesurer les résultats | 3-6 mois |

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# *Impacts et résultats*

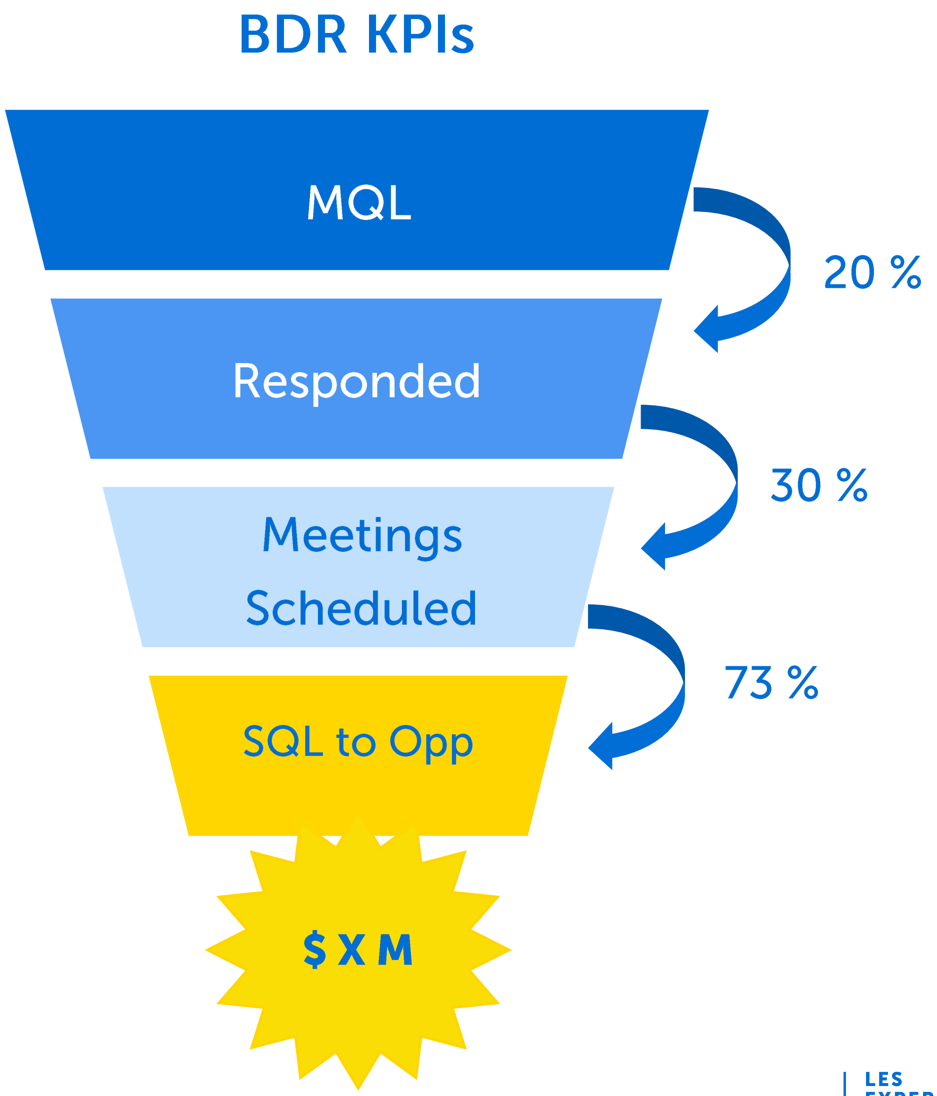
# Impacts et résultats concrets

- Permet d'obtenir du feedback en temps réel sur les leads et de réviser nos messages
- Difficulté à recruter des Account Managers
- Permet d'être un poste d'entrée aux ventes et de former les gens vers un poste de ventes

# Impacts et résultats concrets

- SQL à Opp générées =

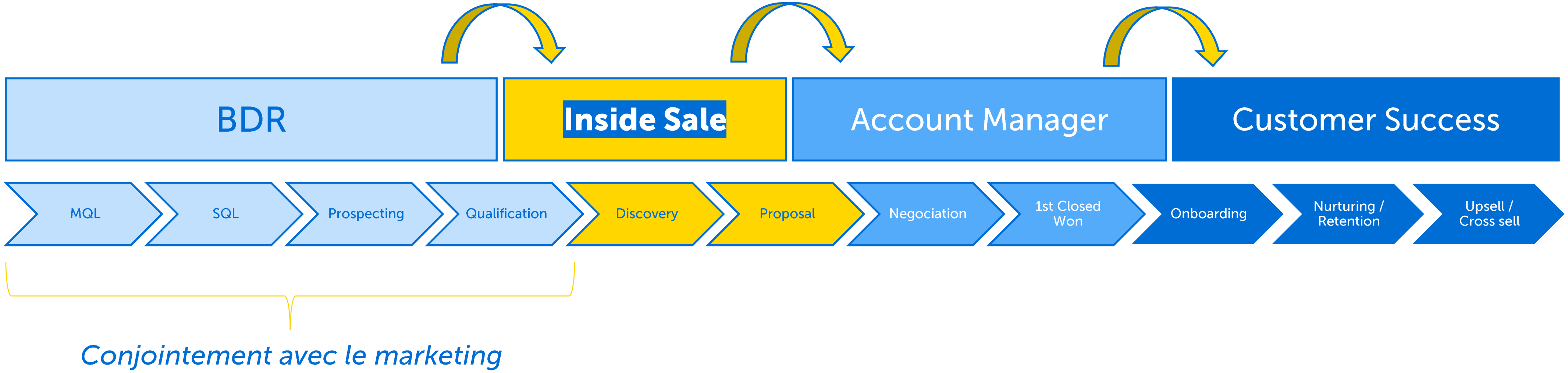
**127% d'augmentation vs avant BDR**



# *Prochaines actions*

# Prochaines actions

- Compléter l'alignement marketing-vente
- Ajout d'une fonction « Inside Sale » entre le BDR et les Account Managers

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# Des questions?

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