

E-marketing Automation to end Lost Sales Leads

Sales orders are often lost because the vendor's sales and marketing process is 'out of synch' with an increasingly extended sales cycle and how buying decisions are made in the real world. Buyers are more cautious in tough trading conditions – they may show initial interest but not be ready to buy when contacted by the sales team. It may take weeks or months for a prospect to reach a buying decision, according to Sales Process Engineering, a division of Rea-TMA Marketing.

When trading conditions are difficult, the tendency for sales people is to sell 'harder' - and for marketers to continually e-mail the prospect with information. This fails to recognise what a buyer specifically needs at each stage of the buying process - whether it is some reassurance in relation to performance comparisons, an on-line demo, or information for a colleague.

The automated e-marketing system StrategyMix, which powers the Sales Process Engineering system, eliminates many lost leads by 'educating' buyers with information and support that is specifically tailored to each buyer's own 'journey' - the progressive stages and timing by which buyers acquire information on a product or service of interest, compare alternative offerings and eventually make a buying decision.

The cloud-based software system automates the delivery of information about any product or service, based upon each buyer's individual response to a series of web-based micro-surveys. The system can be programmed to schedule interactive data, film and on-line conferences, for example, delivered according to the stage of decision-making.

A new e-brochure on [Sales Process Engineering powered by StrategyMix](#) is available for free download and describes the opportunities to automate sales lead delivery from just £120 a month. The system includes seven modules in the e-marketing system:-

1. Landing Pages
2. Profile Surveys & Lead Scoring
3. Email Marketing
4. Logical Campaigns & Lead Nurturing programmes
5. Web Analytics, Google Adwords and Social Media
6. Dynamic Tele-Sales
7. CRM and Sales Forecasting

Sales Process Engineering is a **7-step** planning system that enables organisations to design and automate a sales and marketing process that is aligned with the key stages and timing of the buyers' process in target markets. The template and programme guide enables users to develop a practical and effective plan of action - from the '*market planning*' stage, through to '*lead generation*', the '*sales close*' and '*customer retention*'.

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