

Revenue Life Cycle Deployment at Client Name Withheld

This presentation walks through the methodology and process for implementing Revenue Life Cycle diagram at Client Name Withheld. Everything you need to implement, roll out, and report on the Revenue Life Cycle as defined by Client Name Withheld.

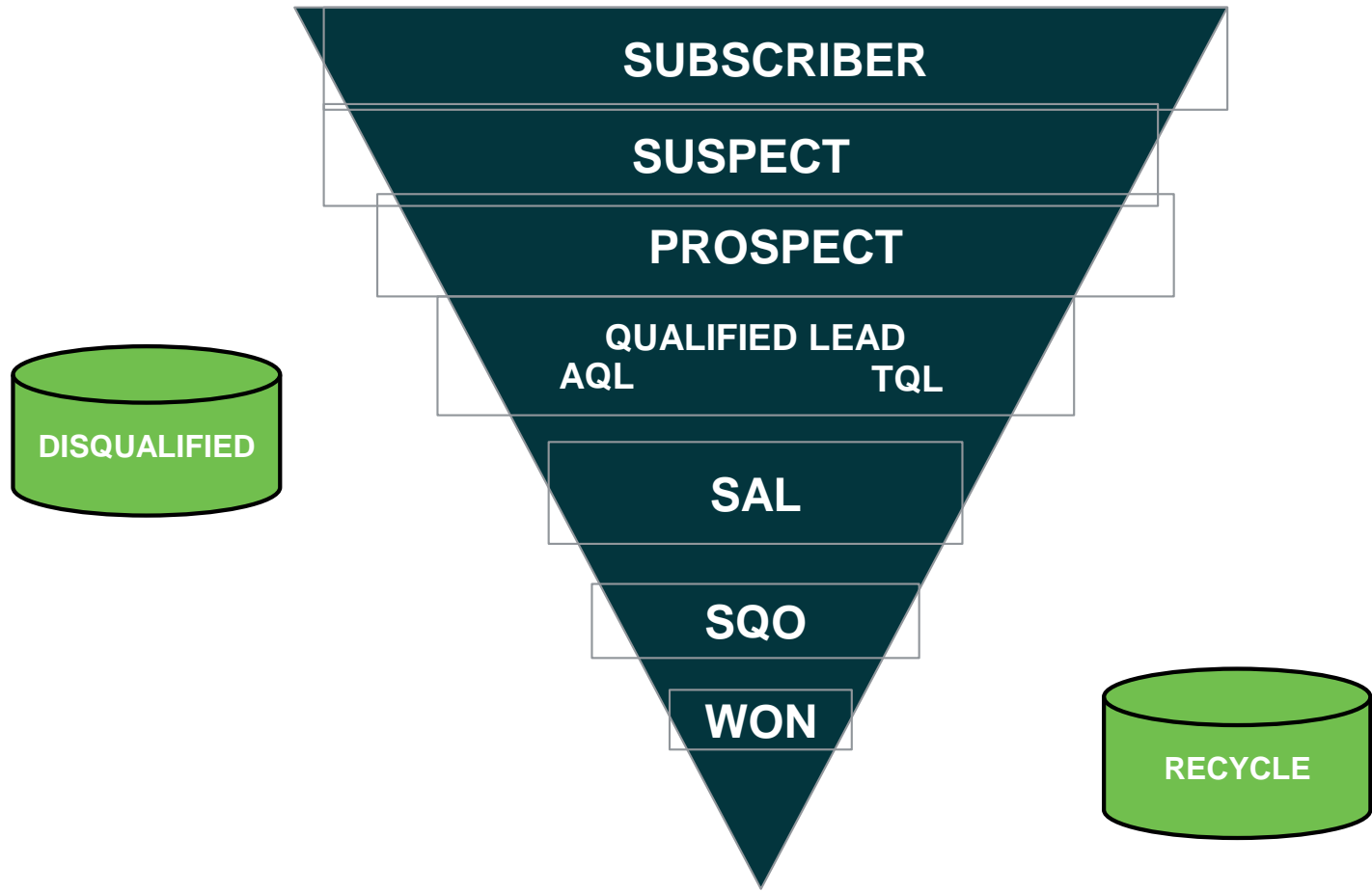
What's in this document?

- ✓ Revenue Life Cycle - whole picture
- ✓ Definitions
- ✓ Revenue Lifecycle
- ✓ Timeline & Next Steps

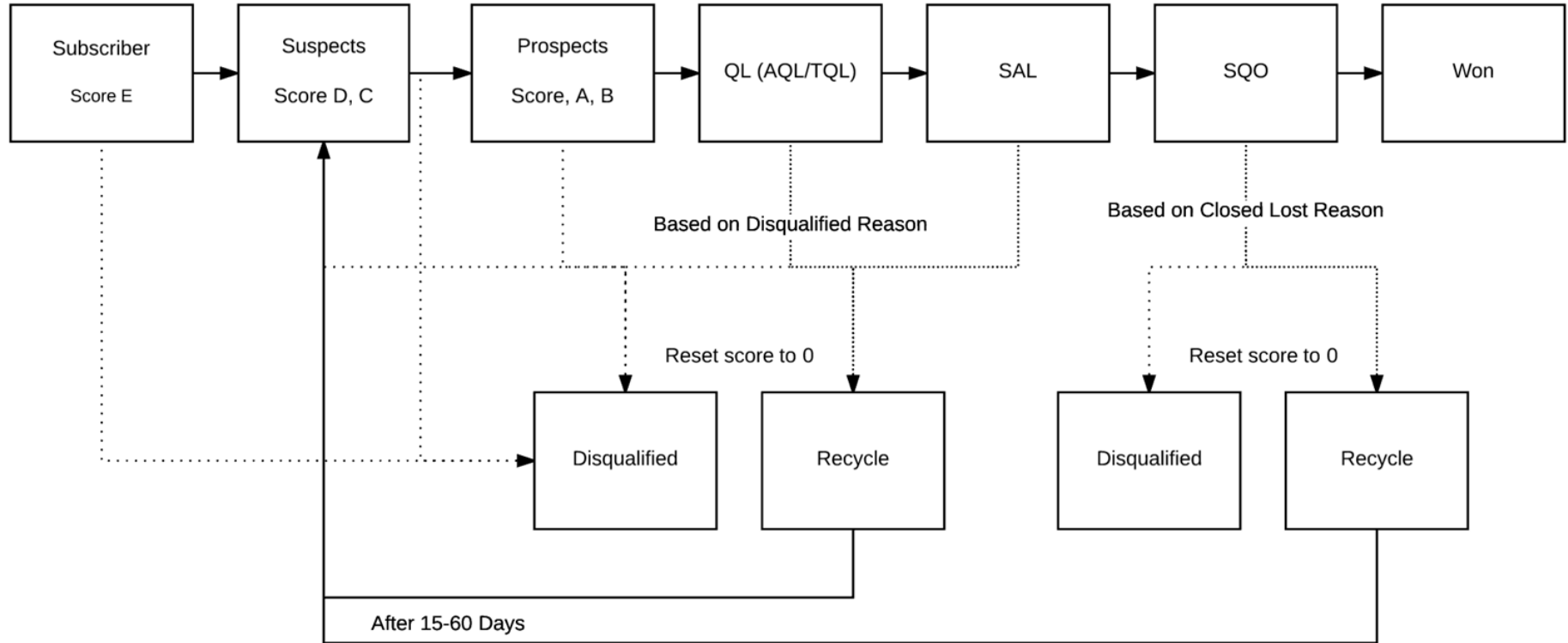


Revenue Life Cycle - The Whole Picture

Funnel Stages



Funnel Flow



Definitions

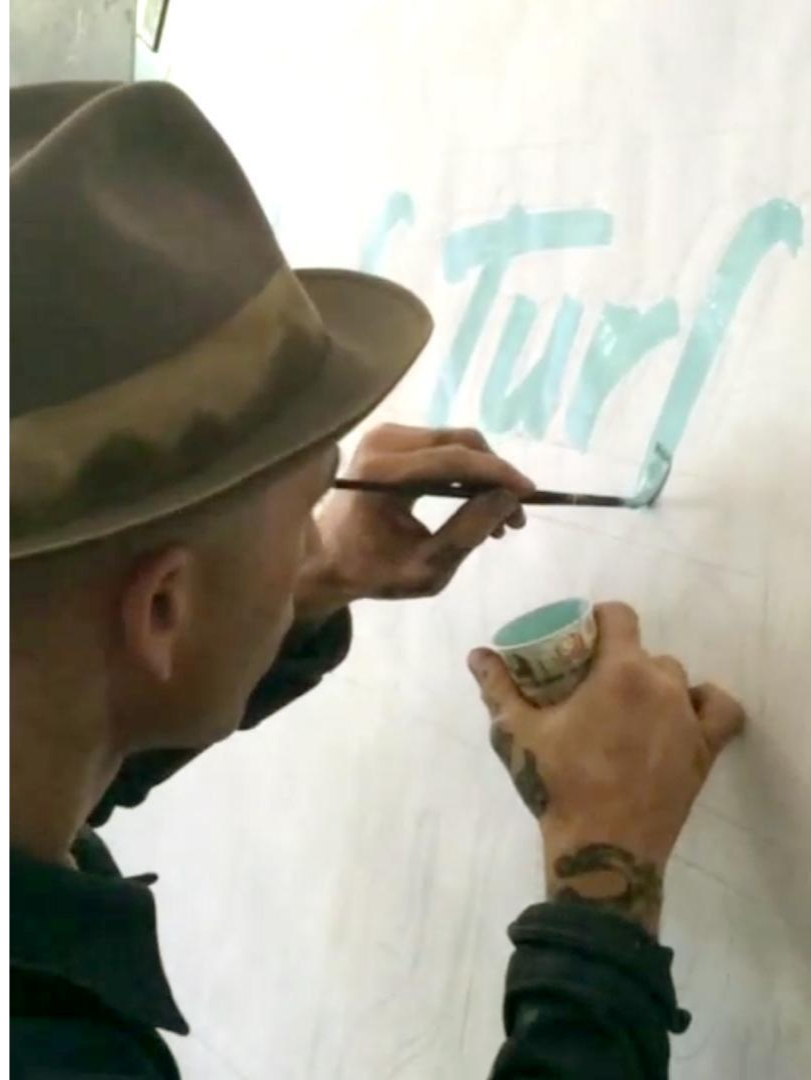
Definitions

Stage	Definition	Lead Score Level
Subscriber	A net new lead record from form fill, list upload, event upload, manual entry, etc.	
Suspect	An individual in the database that has been validated but exhibits the lowest level of engagement and fit.	E, ,D
Prospect	An individual that has been validated by the systems, and is being qualified by an SDR. a prospect is a "sales ready" lead, meaning a new or aged lead has reached a pre-defined threshold of qualification determined by lead scoring which looks at the prospects 1) demographic fit and 2) engagement/interest	A,B, C
Qualified Lead	TQL: An individual who meets the agreed-upon MANUAL qualification and assignment between marketing and sales and is to be further worked by the appropriate rep AQL: An individual who meets the agreed-upon automated qualification and assignment between marketing and sales and is to be further worked by the appropriate rep	
Sales Accepted Lead	An individual that has been accepted by the Direct/Partner rep and is now to be worked by that same rep to determine qualification and interest in negotiating an order form to purchase	
Sales Qualified Opportunity	An individual who meets the agreed-upon qualification and assignment between marketing and sales and is to be further worked by the appropriate sales rep. An SQO is an opportunity that the sales rep has qualified, is accountable for, and has entered into pipeline. Specifically, an SQO requires validation of all prior stages and criteria with an explicit next step, which is a full product demonstration for our initial contact.	
Won	Closed/Won	
Disqualified	An individual that has junk or invalid contact information, or is not a viable prospect in any respect. A Reject Reason Value is required, which provides a valuable feedback mechanism into Marketing to determine effectiveness of lead sources, or channels which do not provide high-quality leads. Disqualify: these contacts cannot become prospects again unless the reason why they were disqualified changes (for example, missing feature is rolled out).	
Nurture	An individual that may have future potential, but is not yet ready to move the next stage. A Nurture Reason Value is required, which provides a valuable feedback mechanism into Marketing for targeted nurturing and segmentation.	
Recycle	Onhold them in recycle for a specific number of days. These contacts can become prospects if their score increases or moved to Nurture.	

Revenue Lifecycle

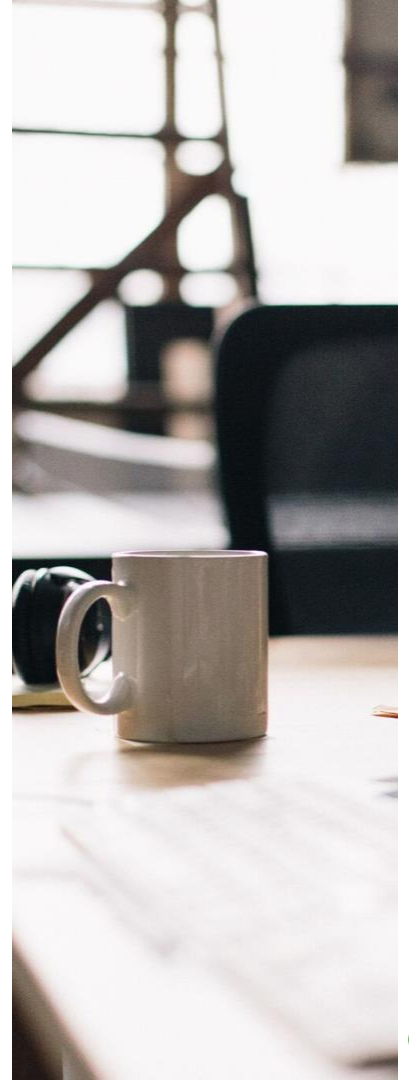
How do we paint the picture?

- Who goes into the Revenue Lifecycle?
- What - Marketo Smart List Definitions
- Samples - Revenue Lifecycle
- Sample Reporting



Who is included in the Revenue Lifecycle

- Same criteria as who gets scored
- Disqualified (those who will never become a prospect again) live in their own bucket.
- Nurture - can boomerang back into the the cycle and have some timing dependent upon reject reason
- Recycle - The holding bucket while they wait to move into the nurture bucket (reject reason dependent)



Smart List Definition: Subscriber

Subscribers are new leads who have a low lead score (no engagement, no demographic fit)

Smart List	
Trigger Criteria	Details
Trigger: Lead is Created	
Filters	Details
Lead Score	= is blank
Current Funnel Stage not	Subscriber, Suspect, Prospect, Qualified Lead, Sales Accepted Lead, Sales Qualified Opportunity, Won, Disqualified, Nurture, Recycle.
Not in Smart List	Competitors, spam, international, blank phone & email
Filter Criteria	(1 AND 2 AND 3)

When we go live, we will be backdating everyone in the system into their current funnel stage. After that you can only become a subscriber at time of creation. Once you have moved *beyond the funnel status of subscriber you can never be put in this bucket. That's why the trigger criteria is only at time of lead creation. Many leads will move through the Subscriber into Prospect very quickly.*

We exclude other funnel stages because if there is a list upload with stages identified, we do not want to revert statuses.

Smart List Definition: Suspect

An individual in the database that has been validated but exhibits the lowest level of engagement and fit.

Smart List	
Trigger Criteria	Details
Trigger: Lead is Created	
Trigger: Lead Score Has Changed	Score Changed from E to D Score Changed from blank to E or D
Filters	Details
Lead Score	=E, D
Current Funnel Stage NOT	Suspect, Prospect, Qualified Lead, Sales Accepted Lead, Sales Qualified Opportunity, Won, Disqualified, Nurture, Recycle.
Not in Smart List	Competitors, spam, international, blank phone & email
Filter Criteria	1 AND 2 AND 3

A new lead can be created directly as a Suspect if created with a high score. Secondly, we are looking for a lead score change to D or C. We will make sure our filters exclude those already farther in the funnel as we do not want to mark someone back to suspect.

Smart List Definition: Prospect

An individual that has been validated by the systems, and is being qualified by an SDR. a prospect is a “sales ready” lead, meaning a new or aged lead has reached a pre-defined threshold of qualification determined by lead scoring which looks at the prospects 1) demographic fit and 2) engagement/interest

Smart List	
Trigger Criteria	Details
Trigger: Lead Score Has Changed	Score Changed from A or B or C Score Changed from blank to A or B or C
Filters	Details
Lead Score	=A, B, C
Current Funnel Stage NOT	Prospect, Qualified Lead, Sales Accepted Lead, Sales Qualified Opportunity, Won, Disqualified, Recycle. (unless they are do a “Fast Track” activity)
Status	IF Previous status is Disqualified,and not in wait status
Not in Smart List	Competitors, spam, international, blank phone & email
Filter Criteria	1 AND (2 AND 3 AND 4 AND 5)

Smart List Definition: TQL

An individual who meets the agreed-upon MANUAL qualification and assignment between marketing and sales and is to be further worked by the appropriate rep

Smart List	
Trigger Criteria	Details
Trigger: Data Value Change	Discovery Questions completed
Filters	Details
Current Funnel Stage NOT	Qualified Lead, Sales Accepted Lead, Sales Qualified Opportunity, Won, Disqualified, Nurture, Recycle.
Status	If Previous status is Disqualified, and not in wait status OR changed to Qualified
Not in Smart List	Competitors, spam, international, blank phone & email
Filter Criteria	1 AND (2 AND 3 AND 4)

Smart List Definition: Sales Accepted Lead

An individual that has been accepted by the Direct/Partner rep and is now to be worked by that same rep to determine qualification and interest in negotiating an order form to purchase

Smart List	
Trigger Criteria	Details
Trigger: Status Has Changed	S1
Filters	Details
Current Funnel Stage NOT	Sales Accepted Lead, Sales Qualified Opportunity, Won, Disqualified, Nurture, Recycle.
Previous Status	TQL
Not in Smart List	Competitors, spam, international, blank phone & email
Filter Criteria	1 AND (2 AND 3 and 4)

Smart List Definition: Sales Qualified Opportunity

An individual who meets the agreed-upon qualification and assignment between marketing and sales and is to be further worked by the appropriate sales rep. An SQO is an opportunity that the sales rep has qualified, is accountable for, and has entered into pipeline. Specifically, an SQO requires validation of all prior stages and criteria with an explicit next step, which is a full product demonstration for our initial contact.

Smart List	
Trigger Criteria	Details
Trigger: Status Has Changed	S2
Filters	Details
Current Funnel Stage NOT	Suspect, Prospect, Qualified LEad, Sales Accepted Lead, Sales Qualified Opportunity, Won, Disqualified, Nurture, Recycle.
Previous Status	S1, TQL
Not in Smart List	Competitors, spam, international, blank phone & email
Filter Criteria	1 AND (2 AND 3 and 4)

Smart List Definition: CLOSED WON

An individual who meets the agreed-upon qualification and assignment between marketing and sales and is to be further worked by the appropriate sales rep. An SQO is an opportunity that the sales rep has qualified, is accountable for, and has entered into pipeline. Specifically, an SQO requires validation of all prior stages and criteria with an explicit next step, which is a full product demonstration for our initial contact.

Smart List	
Trigger Criteria	Details
Trigger: Stage has Changed	Closed Won
Filters	Details
Filter Criteria	1

Smart List Definition: CLOSED LOST

This stage is associated with an Opportunity that has been Closed but not Won. A Closed Lost Reason Value is required, which provides a valuable feedback mechanism for optimizing the funnel.

Smart List	
Trigger Criteria	Details
Trigger: Stage has Changed	Closed Lost
Filters	Details
Filter Criteria	1

Smart List Definition: OUT OF FUNNEL: DISQUALIFIED

An individual that has junk or invalid contact information, or is not a viable prospect in any respect. A Reject Reason Value is required, which provides a valuable feedback mechanism into Marketing to determine effectiveness of lead sources, or channels which do not provide high-quality leads.

Smart List	
Trigger Criteria	Details
Trigger: Status Has Changed	DISQUALIFIED
Filters	Details
Reject Reason	Unsupported Industry, Not Target EEs/International, Product/Feature Missing, Invalid Email, Invalid Phone, Competitors, Test Record/Junk. Vendor/Consultant, Missing Feature, Satellite Office, Too Many Employees
Filter Criteria	1 AND 2

Smart List Definition: OUT OF FUNNEL: RECYCLE

An individual that may have future potential, but is not yet ready to move the next stage. A Nurture Reason Value is required, which provides a valuable feedback mechanism into Marketing for targeted nurturing and segmentation

Smart List	
Trigger Criteria	Details
Trigger: Status Has Changed	DISQUALIFIED
Filters	Details
Reject Reason	Unsupported Industry,Not Target EEs/International,Product/Feature Missing,Invalid Email,Invalid Phone,Competitors,Test Record/Junk. Vendor/Consultant
IN WAIT STEP	Dependent upon reject reason (Disqualified)
DATA VALUE CHANGED	IF the following fields are updated the record is moved to recycle Unsupported Industry Invalid Email Invalid Phone Product/Feature Missing
Filter Criteria	1 and 2 AND (3 OR 4)

Smart List Definition: OUT OF FUNNEL: NURTURE

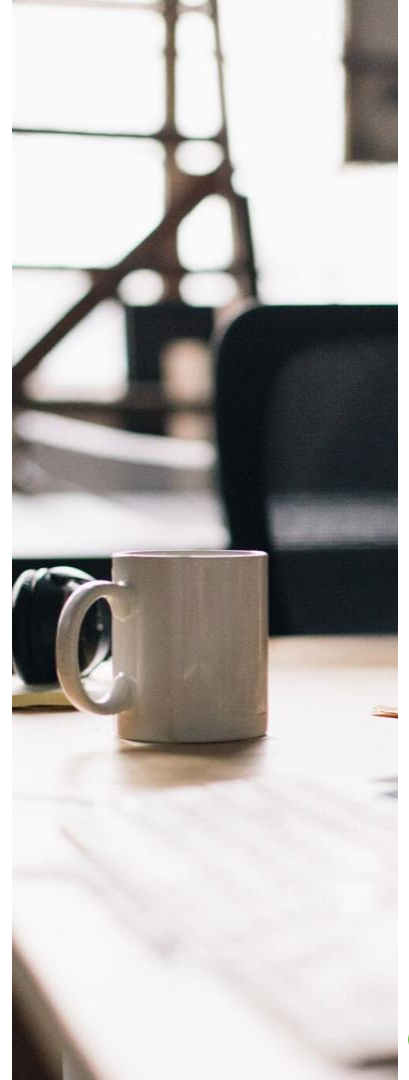
An individual that may have future potential, but is not yet ready to move the next stage. A Nurture Reason Value is required, which provides a valuable feedback mechanism into Marketing for targeted nurturing and segmentation

Smart List	
Trigger Criteria	Details
Trigger: Status Has Changed	DISQUALIFIED
Filters	Details
Reject Reason	No Purchasing Authority, No Budget, Too Expensive, Timing
Closed/Lost Reason	Chose Alternative Solution, Cost, Demo Never Happened, On a PEO, Poor SDR Qualification, Poor Timing, Staying with Current Solution
Completed Wait Step	Dependent upon reject reason (Disqualified)
Filter Criteria	2 or 3 or 4

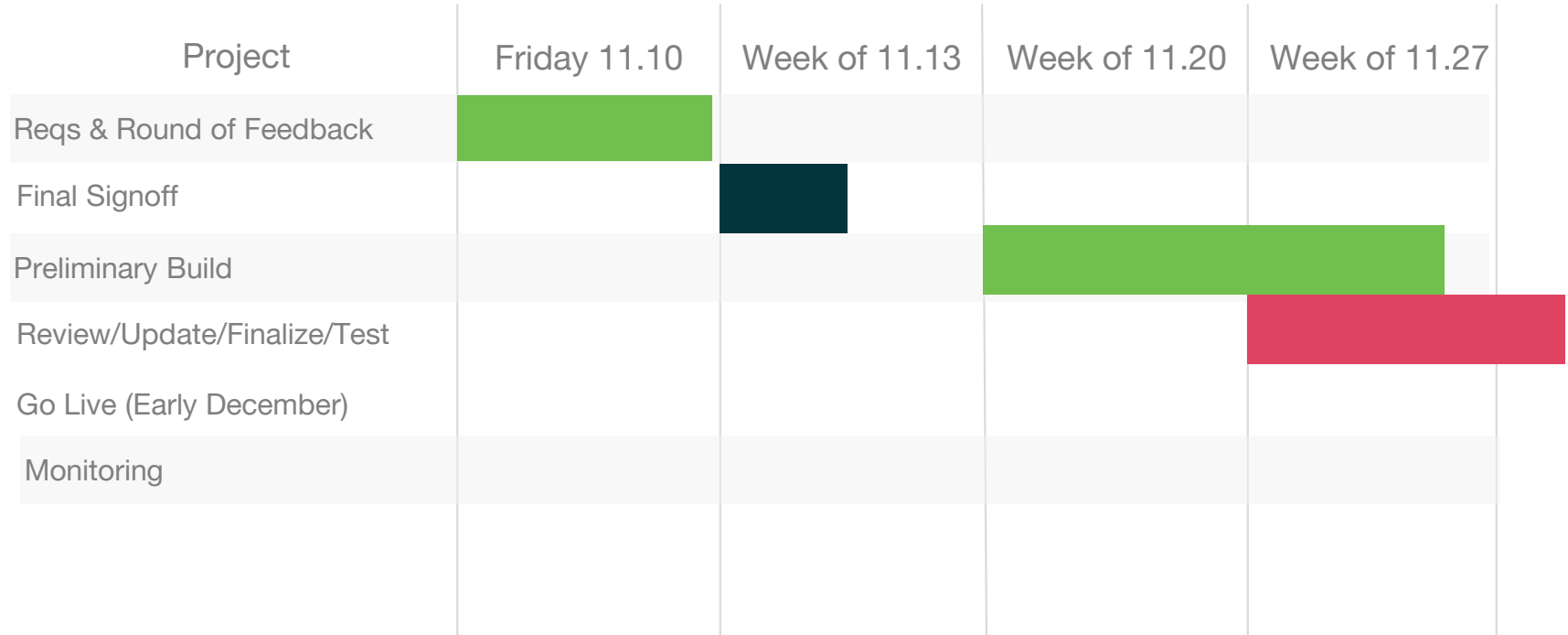
Timeline & Next Steps

Next Steps

- Sign off on Definitions
- Build
 - Preliminary Build
 - QA/Testing
- Review/Update/Finalize
- Go Live



Milestone Timeline



GN Owned

Client Name Withheld
Owned

GN & ZF

Open Question

- “E” leads - If have had a Funnel Status of Suspect or above and have decayed to “E” funnel level. **E Should be Suspect, Not Subscriber.**
 - Can they become a Subscriber again? NO
 - Do they go to Recycling? NO
 - They go into Suspect
- Is Subscriber a “one way” stage (only net new?) - NET NEW ONLY
 - Trigger welcome email
- Snooze
 - Is this snooze period also mean they won’t be marketed to?
 - Is there a current “no marketing” snooze ?
 - Active Sales (Opportunity)
 - Zombies - No activity for 6 months?
 - 3 months
 - Recycle (snooze from routing only)
- Customers
 - Scored?
 - Included in Funnel Stages?
 - Is there a waiting period before they can go back into the funnel stage process?
 - What is the current process?
 - Routing?
- Data Appending?
 - When



Phase II

- Campaign triggers based on change in Revenue Stage
 - Addition to Nurture
 - Removal from Marketing
 - Snoozing
- Velocity Reporting
 - How fast move through the funnel
 - Lead Source
 - Last Touch
 - Boomerangs
 - How many?
 - How often?
 - Success rate



Thank You

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

R. Buckminster Fuller

Appendix

Prospect Disqualification

Prospects can be disqualified for a variety of reasons; some reasons will disqualify you forever, other reasons will allow you to be recycled.

When a track is disqualified, the score of the lead or contact will be reset to 0. Depending on the reason, a lead or contact will be updated to:

- **Recycle:** we will hold them in recycle for a specific number of days. These leads can become prospects if their score increases.
- **Disqualify:** these leads cannot become prospects again unless the reason why they were disqualified changes (for example, missing feature is rolled out).

Track/Lead/Contact Disqualified Reasons		
Unresponsive	Recycle	Wait 15 days
No Purchasing Authority	Recycle	Wait 30 days
No Budget	Recycle	Wait 30 days
Too Expensive	Recycle	Wait 30 days
Timing	Recycle	Wait 30 days
Unsupported Industry	Disqualify	Convert to recycle if industry supported
EE count	Recycle	?
Not Target EEs/International	Disqualify	Convert to recycle if region supported
Product/Feature Missing	Disqualify	Convert to recycle if feature supported
Invalid Email	Disqualify	Convert to recycle if if email updated
Invalid Phone	Disqualify	Convert to recycle if if phone updated
Competitor	Disqualify	
Test Record/Junk	Disqualify	
Vendor/Consultant	Disqualify	
Trying to Reach Support/Login	Recycle	

SQO Disqualification

Opportunities can be closed lost for a variety of reasons; some reasons will disqualify you forever, other reasons will allow you to be recycled.

When an opp is lost, the score of the lead or contact will be reset to 0. Depending on the reason, a contact will be updated to:

- **Recycle:** we will hold them in recycle for a specific number of days. These contacts can become prospects if their score increases.
- **Disqualify:** these contacts cannot become prospects again unless the reason why they were disqualified changes (for example, missing feature is rolled out).

Opportunity Lost Reasons		
Chose Alternative Solution	Recycle	Wait 60 days
Cost	Recycle	Wait 30 days
Demo Never Happened	Recycle	Wait 15 days
Missing Feature	Disqualify	Convert to recycle if feature supported
On a PEO	Recycle	Wait 60 days
Poor SDR Qualification	Recycle	Wait 15 days
Poor Timing	Recycle	Wait 30 days
Satellite Office	Disqualify	Likely duplicate/not important
SFDC	?	?
Staying with Current Solution	Recycle	Wait 60 days
Too Many Employees	Disqualify	Convert to recycle if employee size is supported

Our Lead Rating Matrix

Demographic >>>	C	B	B	A	A
	D	C	B	B	A
	D	D	C	B	B
	E	D	D	C	B
	E	E	D	D	C
	Behavioral >>>				

A	Great demographics and engagement level
B	Good demographics and decent engagement level
C	Decent demographics and/or decent engagement level
D	Lower demographics and/or engagement level
E	Low or no demographics, not engaged