blackdot.

marketing, sales & service transformation

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Gaining Sales Buy-In for Marketing Qualified Leads

Blackdot helps a leading financial institution progress its digital transformation by establishing a seamless lead handover process.

CHALLENGE

The marketing team at one of Australia's largest banks was struggling to get their digital lead generation engine off the ground. The team was generating a large number of leads, however many were of poor quality, resulting in reluctance amongst the sales team to follow up on leads. The lack of lead follow-up was severely hampering the team's efforts to prove the value of their campaigns and acquire new technology to automate and scale lead generation.

SOLUTION

As the first step to improve the lead handover process, Blackdot's team of consultants helped the company's marketing and sales teams agree on a single, clear definition of a lead and develop a process for lead pre-qualification. Based on this, our team then helped the company design a mechanism for sales to accept, hold or reject pre-qualified leads in a consistent and effective way.

RESULTS

Based on the successful sales acceptance and implementation of the new lead handover process, the marketing team was able to gain executive support to launch a digital lead generation pilot program. They were also able to gain funding for new technology to help automate and scale their lead generation efforts.