



SUPERCHARGE YOUR SALES TEAM WITH
PREDICTIVE MARKETING



Supercharge Your Sales Team With Predictive Marketing

If you believe that buying is anonymous, then your marketing and sales teams must understand the complete picture of your buyer. But, even then, understanding the picture of one (or the) buyer is no longer enough: understanding the picture of the entire buying team is now critical. It's not one person making the decisions today—it's a team effort. The better you know the market for your product, the better you can strategize.

[Suaad Sait](#), President of Growth at XANT recently sat down with [Latané Conant](#), CMO of 6sense and author of the book *No Forms. No Spam. No Cold Calls: The Next Generation of Account-Based Sales and Marketing* for an in-depth discussion on predictive marketing, the failures of marketing metrics and leaders, and how to restructure your marketing and sales teams' mindsets.

In this eBook, we'll dive into what was discussed in their conversation. You can expect to learn:

- The mismanagement of the MQL
- Restructuring your funnel to be account focused
- The importance of customer-centricity
- 3 ways to embark on these journeys

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Rethinking Marketing Metrics

The Marketing Qualified Lead (MQL) as we know it today is flawed. The genesis of the MQL makes sense: marketers needed a way to create demand and pass leads over to sales where it can get nurtured. Marketers needed to create a funnel that showed interest in conversion and of that idea, the MQL was born. This gave structure to an otherwise chaotic system.

However, in many industries, Martech software included, MQLs and inbound leads are messing up the top of the funnel. Let's face it, inbound leads are crappy. If you want to make a big-ticket purchase, you're going to do your research. Interested parties in the buying team are becoming less likely to fill out a form for gated content dozens of times. And if that person is interested and wants to share your content with teammates or people higher up on the ladder, those people likely won't want to fill out your form either. They know that when they fill it out, they'll soon get barraged by irrelevant marketing emails that they want no part of.

This leads to two options: they will exit out of your content or they will fill it out with incorrect information. I promise you, mickeymouse@aol.com and Tom Cruise aren't filling out your form.

Even if the data they put into your form is quality data, it's often too late and the buyer is already doing the same research with your competition. With any of these options—churn, poor data, or being too late—you'll drift into cold sales territory.

The MQL today is flawed on the data that creates them, but that's not all. The MQL is just a contact, but marketers and sales teams know that the buyer is not a single person, it's a buying team made of multiple decision-makers. Additionally, the MQL does not give an indicator of the buying team and where the team is in the customer journey. The problems with MQLs in their current form showcase many of the issues with the current funnels and structures that many teams have in place.

It's time to get smarter about our top of the funnel content and get rid of the MQL.



Shifting to an Account-Based Funnel

The idea that the MQL is out of date isn't a particularly new idea—but the problem is that there's never a better solution. We can't dismiss MQLs without offering a viable solution to the problems they pose. We need something better.

MQL structures often are too focused on creating as much demand as possible. We show this in driving up MQLs as much as possible. The more MQLs, the better, right? Well, not necessarily. It's often better to have fewer, higher-quality leads than it is to have a huge quantity of MQLs that aren't at all interested. Our most valuable asset is our time, and wasting it on poor leads will annoy non-customers and drain your team's resources.

We need to capture demand that's currently in the market, not artificially create more demand. One of the best ways to do this is to shift away from the current leads-based funnel marketing that many sales teams know and adhere to and replace it with an account-based funnel. These work in similar ways, the accounts get time-stamped and nurtured just as an inbound account does, but the lead is an account, not a contact.

This requires a great deal of change management. Teams must educate their business and account development representatives on multi-threading, nurturing multiple contacts within the same organization. Why are we paying our BDRs for three meetings at the same company and on the same team? Nurturing the entire account towards the sale is more important than any single contact.

This also requires a great deal of lead management. Don't waste your time on a huge amount of leads, and instead only work the best leads. With fewer, higher-quality leads, brands can raise conversions and shorten the sales period. This requires good data and predictive marketing. Who's going to be the best lead? Who will convert fastest? Which people are the decision-makers? What is the foundation of your perfect audience and who falls into that category?

To achieve this, brands must focus on customer centricity at all levels and in all functions. It starts with awesome insights about your customers and builds campaigns around their needs in the

market. Your tech stack should be built out in a way that ensures you are delivering the best experience to your customers. It also includes your employees—culture doesn't happen by accident. Customer centricity and employee existence are linked, so creating a company culture that is about the customer and provides employees with a positive experience will be linked.



3 Hacks to Leverage Predictive Marketing

Predictive marketing is the future of your teams and the account-based leads that will drive your success and your conversions. It's time to get rid of the MQL and move on to something better: that's predictive marketing. Predictive marketing can assist your teams to find the right accounts, reduce your sales period, and increase your conversion rate. But how do we get there?

There are three main avenues to achieving predictive marketing to result in better sales conversions and reducing your bottom line:

1 Deanonymizing your website

It's to ungate our content. Ungated content results in better brand awareness, improved SEO, and encouraging readers to keep coming back for more of your great content. Gated content has been reserved for lead generation, but it's no longer necessary to drive leads. We can now ungate our content and still know who is consuming what content.

Typically, this has been done through cookies. However, [cookies are on their way out](#). A potential winning alternative would be a [unique identifier](#) that passes through the browser associated with the reader. This will tell you what a user is doing on your page and the content they're consuming. This can then be passed into your customer and sales engagement software solutions to inform your predictive marketing campaigns. Allowing free access to content will enable more people to consume it and better inform your teams who are most likely interested in your products and services.



2 Understanding your ideal customer profile (ICP)

It goes without saying that your target market is critical. You may have one ideal customer profile or you may have dozens. Marketing and sales teams will not be successful unless they are completely tuned in to the brand's ICPs. Knowing the needs in the market that your brand is filling as well as the needs of the customers you hope to serve is imperative in informing your predictive marketing.

The buyer persona is the foundation of your predictive marketing program. The wrong persona will create the wrong foundation and thus wrong predictions into who's buying. Your ideal customer is not a single buyer. If one account converts and your team focuses entirely on who that one buyer was, it can lead them astray. Understand that the entire market should point you in the direction of your ICP and not just any one buyer.

3 The basis of your revenue operating model

It's important to know where your money is coming from. Take your ICP segment and understand how much is coming from net-new, from upsell, from cross-sell, from partner, and wherever else revenue is coming from. What is your win-rate, your bookings target, your average selling price, and your sales cycle timeframe?

Start with the end in mind and project out to create quotas and conversion rates needed for your team. As the entire revenue team, make sure that everyone is aware of the assumptions that went into the model and that the critical metrics are conversions, not the number of leads or meetings booked.

From there, find what's lagging behind other parts of your funnel. Targeting portions of your funnel that need improvement can fix the model by sending out targeted campaigns against its challenges. Use your data to fix things in your revenue funnel.



Conclusion

It's hard to enact change quickly and especially when it completely changes your process. But don't let perfection stand in the way of progress. Brands must think exponentially.

Don't be afraid to fail. New processes can be monumental and revolutionary to your way of operating. And you just may find a better, more efficient, and more effective way to sell.

For more information, check out our [webinar](#) to hear directly from our two speakers.

3 Ways Your Sales Team Can Utilize Predictive Marketing



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