

## B2B LEAD MODELING – WHY?

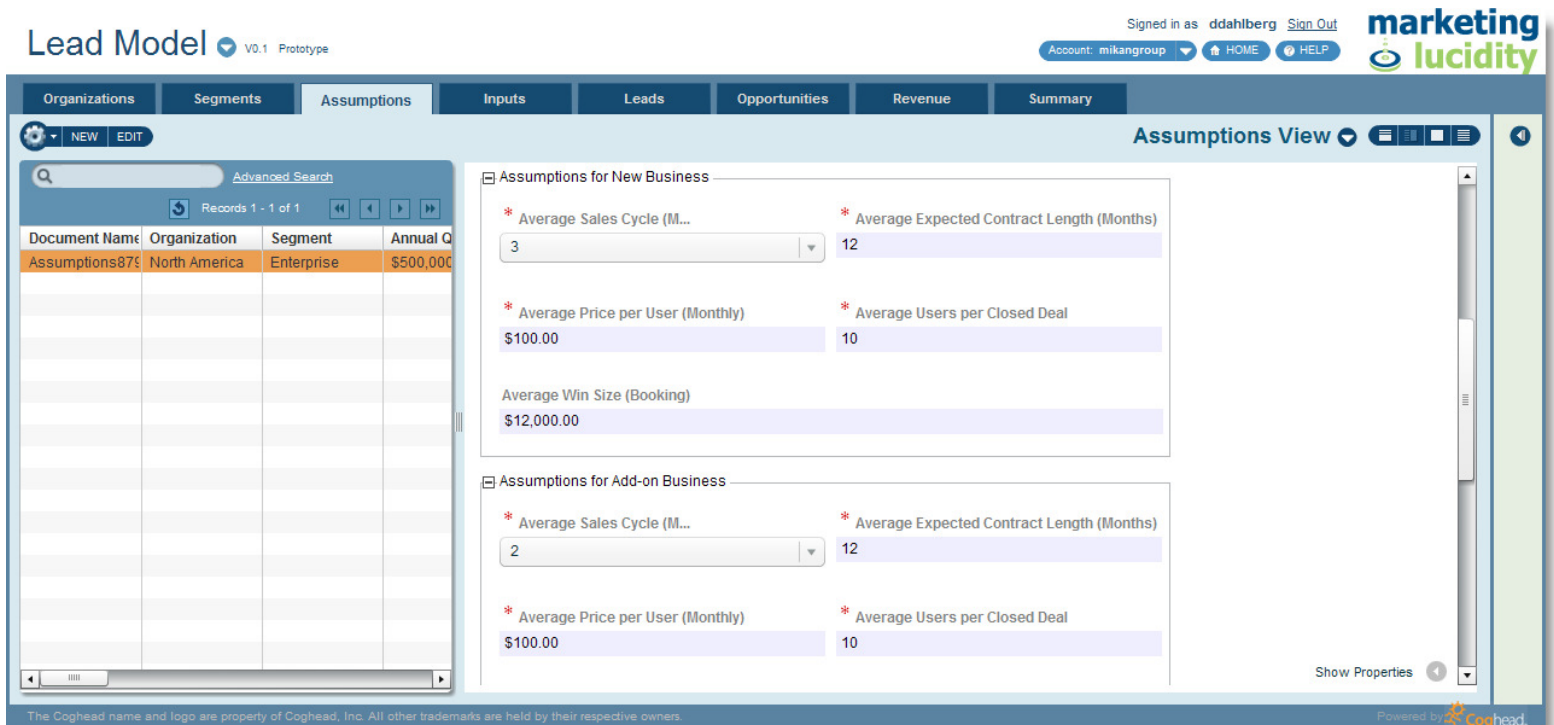
If you are a business-to-business marketer, you may know where your leads are coming from. You may even know your marketing return on investment. Most likely, however, you do not have a process in place to determine where your leads should be coming from. Most likely, you have not concretely planned pipeline contribution between marketing, your sales organization, and your partner channel. And most likely you can't project how many leads you actually need to meet your revenue goals this year...or next year – regardless of where they come from.


Your reality...there is not enough time in the day to develop or implement business plans that you know are required in order to ultimately be successful. Every day you are faced with fire drills, execution of campaigns, or flavor-of-the-month requests. Every day you don't get to many of the truly value-add items on your to-do list.

## WHAT IS THE LEAD MODEL?

Marketing Lucidity's Lead Model provides B2B marketing organizations with a best in class application establishing marketing's lead and pipeline goals. Utilizing a comprehensive series of variables, including your sales targets, sales pipeline & marketing metrics, and marketing goals, the Lead Model provides your organization with best practice capabilities to align your lead, pipeline and revenue goals across organizations, bridging the gap between sales and marketing. It can be easily customized to your organization's requirements, including specific lead and pipeline goals for each and every sales group by region, industry, or size of target customer.

The Lead Model is a hosted application utilizing leading edge Software-as-a-Service technology to provide you with automatic upgrades at no cost, with access from any web browser.



Lead Model V0.1 Prototype Signed in as ddahlberg [Sign Out](#) Account: mikangroup [HOME](#) [HELP](#) 

Organizations Segments **Assumptions** Inputs Leads Opportunities Revenue Summary

NEW EDIT **Assumptions View**

Document Name	Organization	Segment	Annual Q
Assumptions879	North America	Enterprise	\$500,000

**Assumptions for New Business**

- Average Sales Cycle (Months): 3
- Average Expected Contract Length (Months): 12
- Average Price per User (Monthly): \$100.00
- Average Users per Closed Deal: 10
- Average Win Size (Booking): \$12,000.00

**Assumptions for Add-on Business**

- Average Sales Cycle (Months): 2
- Average Expected Contract Length (Months): 12
- Average Price per User (Monthly): \$100.00
- Average Users per Closed Deal: 10

Show Properties

The Coghead name and logo are property of Coghead, Inc. All other trademarks are held by their respective owners. Powered by Coghead.


## BENEFITS

- ✓ Clarity into marketing's pipeline contribution requirements
- ✓ Goal alignment across pipeline generation functions, including sales, marketing and business development
- ✓ Goal-setting mechanisms for your marketing organization for all demand generation functions
- ✓ Means of justifying and validating marketing spend to bridge the common gap between budgeted marketing program spend and required marketing program spend

## DELIVERABLES

- ✓ Application calculating required leads and pipeline over time by sales region and sales team based upon your specific sales and marketing metrics or goals
- ✓ Integrated method of tracking lead forecasts and results vs. lead requirements on an ongoing basis
- ✓ Benchmark lead goals for assumption comparison
- ✓ Investment balancing model across marketing, sales, and partner-sourced leads

Lead Model ▼ V0.1 Prototype

Signed in as ddahlberg [Sign Out](#)  
Account: mikangroup [HOME](#) [HELP](#) 

Organizations Segments Assumptions **Inputs** Leads Opportunities Revenue Summary

NEW EDIT

Advanced Search

Records 1 - 10 of 10

Organization	Segment	Year
North America	Enterprise	2008
North America	Enterprise	2009
North America	Enterprise	2010
North America	Enterprise	2011
North America	Enterprise	2012
North America	Enterprise	2013
North America	Enterprise	2014
North America	Enterprise	2015
North America	Enterprise	2016
North America	Enterprise	2017

**Sales Metrics**

**Sales Headcount**

* JAN	* FEB	* MAR	* APR	* MAY	* JUN	* JUL	* AUG	* SEP	* OCT	* NOV	* DEC
1	2	2	3	3	4	4	5	6	6	7	8

**Active Quota Carriers**

* JAN	* FEB	* MAR	* APR	* MAY	* JUN	* JUL	* AUG	* SEP	* OCT	* NOV	* DEC
1	1	2	2	2	2	3	3	4	4	5	6

**Projections / Actuals**

**Projected / Actual Leads**

* JAN	* FEB	* MAR	* APR	* MAY	* JUN	* JUL	* AUG	* SEP	* OCT	* NOV	* DEC
100	120	125	130	140	145	150	150	160	165	170	165

**Projected / Actual Opportunities**

Show Properties

The Coghead name and logo are property of Coghead, Inc. All other trademarks are held by their respective owners. Powered by Coghead.

## CONTACT US

For more information or answers to specific questions regarding the Lead Model, contact:

Michael Topalovich  
President, Delivered Innovation  
(888) 645-2604  
mtopalovich@deliveredinnovation.com

David Dahlberg  
President, Marketing Lucidity  
(773) 486-3905  
dave@marketinglucidity.com