White Paper

A Simple Idea to

Turn your Website into a Lead Generating Machine

Lift your Online Leads, Sales and Profit Today with EchoQuote™

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"You want to do **WHAT**?" asked Nancy, CEO of StorTech, in disbelief. Jim, the VP of Sales and Marketing, quickly restated the request; "I want to use **Self-Service Pricing** as a way to capture better leads on our website." Nancy looked at Jim and smiled. "Jim, we sell very complex and expensive products through many sales channels and partners. We never discuss pricing until we, or our partners, have a solid working relationship with the prospect. You know that." Jim calmly replied, "I agree 100% Nancy, but if you'll just hear me out, I think I have a plan that will help us find more prospects **earlier** in the sales cycle **without** exposing or compromising our final pricing. Here's how it could work….."

Sales and Marketing professionals like Jim are finding it tougher every day to generate high-quality leads using traditional website offers like contact forms, webinars and whitepapers. The problem with these offers is that they rarely compel prospective buyers to exchange their contact information *early* in the sales process.

It's not that these offers aren't good; they're just lost in the volume of self-service information available to prospective customers using the internet. Buyers can search for and find most of what they want without providing their contact information resulting in *late engagement*. For B2B vendors, late engagement in the sales cycle means there is less "selling" time to position your value (Figure 1) which often leads to *increased discounting and lower margins*.
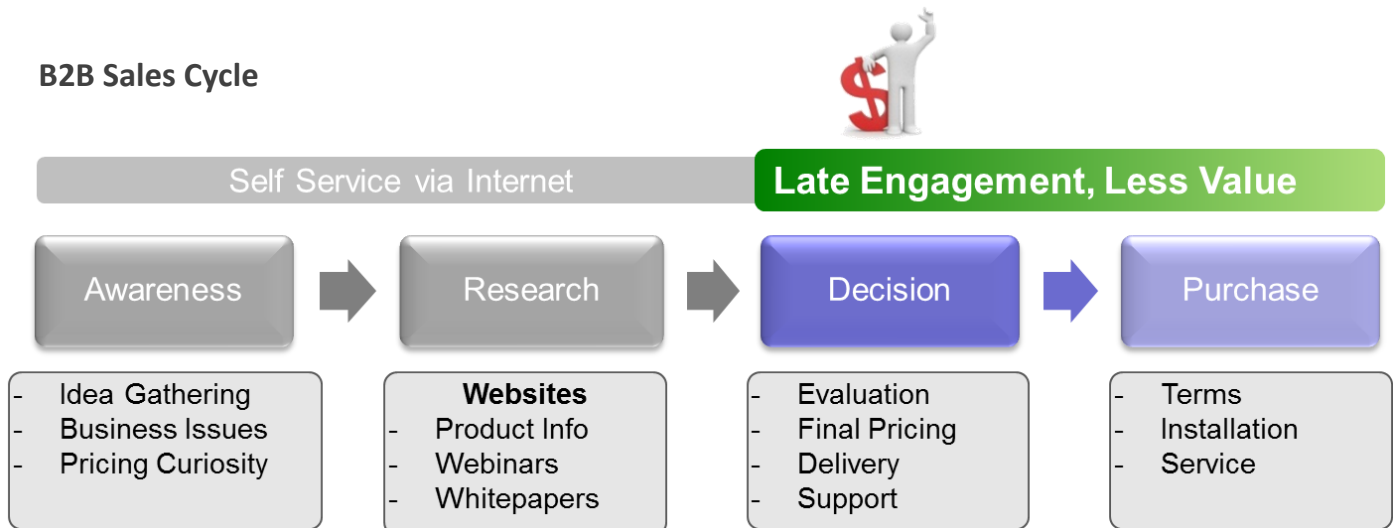

Figure 1 – Late engagement in the sales cycle can lead to increased discounting and lower margins.

To solve this problem, we need to offer something that can help us engage prospects earlier in the sales cycle, hopefully in the Awareness stage. For ideas, let's turn to the B2B marketing research experts – Marketing Sherpa (now MECLABS).

What information do early stage prospects really want?

Every day, prospective customers search for the products and services they want to buy. They find your company and even visit your website. But then, they leave without a trace. Why do good prospects abandon a website?

Marketing Sherpa and Enquiro surveyed various buyers to pinpoint exactly where the information gaps were occurring. Surprisingly, **budgetary** (not final) pricing, was the #1 piece of information serious (high quality) prospects wanted but couldn't find on most B2B websites (Figure 2).
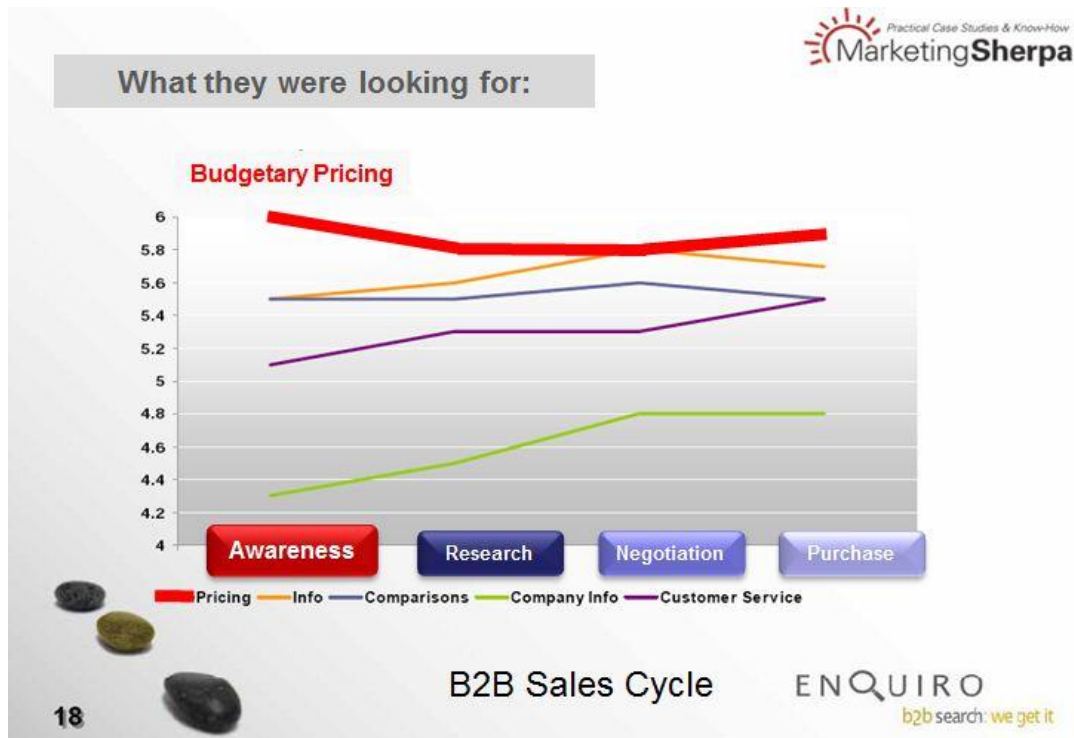

Figure 2 – Budgetary Pricing tops the list of what prospects are looking for early in the sales cycle

Surprised? Think about your own experiences on commercial websites. Have you ever been frustrated by not being able to get a ballpark understanding of how much a product or service would cost? You probably didn't spend a lot of time learning about that specific product because you had budget questions and didn't want to contact sales. Are your website visitors feeling the same way?

This creates a **huge** opportunity for marketers if they can find a way to exploit the fact that early stage prospects want budgetary pricing and are ***willing to exchange their contact information to get it***.

A Simple Idea…

How would our daily lives as Sales and Marketing professionals change if we had a ***steady flow of serious buyers*** who were just starting their projects?

- Sales would have more time to position its products (and their value) properly.
- Close rates would increase because Sales would be working with higher quality prospects.
- Discounting would decrease and margins would increase for you and your partners.

Look at Figure 3 below. Imagine you are a prospect on a vendor's website and are interested in their products. You see a red button that says "Quote via Email powered by EchoQuote™." Would you take action? According to Marketing Sherpa you would. In fact, this process has been **proven to capture 3-5 times as many serious prospects** as any other offer on a vendor's website.
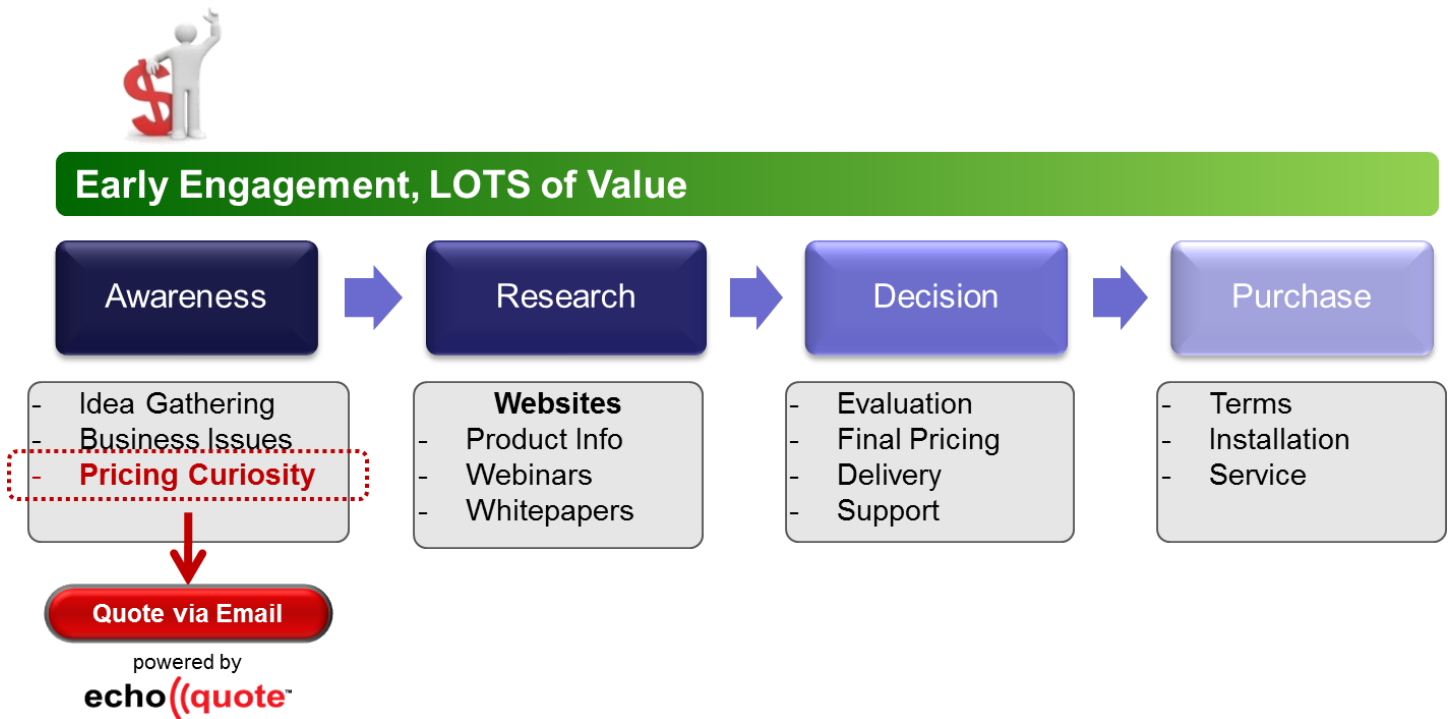

Figure 3 – Pricing curiosity coupled with the EchoQuote call-to-action captures 3-5 times more prospects

You may be asking, "Why doesn't the vendor just put a 'Contact Us for a Quote' form on the site, won't that work just as well?" Why do we need EchoQuote™?

The simple answer is ***trust***. Customers trust third party services like EchoQuote™ more than a generic form on a company's website. What's more, most companies already have a 'contact us' form that rarely works. Why not try something different and simple?

Don't' Give Pricing Away – Be Smart About It

We know budgetary pricing is important to early stage prospects, the studies prove it. That doesn't mean we should just give our pricing away to anybody that wants it. We need to use the desire for pricing to **start a sales conversation**. This is where EchoQuote™ comes in.

Look at the flow in Figure 4. A prospect clicks on the **"Quote via Email powered by EchoQuote™"** button and submits a request for budgetary pricing for some of your products. The Sales team is notified via email that a request is pending. The sales team quickly researches the requester and either approves or denies the request. **No pricing is ever published or sent without approval.**

Figure 4 – EchoQuote™ acts as the go-between and keeps you in control of who gets your pricing

If approved by a sales team member (or if you have the auto-approve feature enabled), the budgetary estimate is emailed from EchoQuote™ to the prospect in seconds and sales receives a copy. Sales follows up (preferably by email) to ensure the estimate was received and to ask if they have any questions.

A new sales conversation begins.

Following up on captured high-quality EchoQuote™ leads

The beauty of EchoQuote™ is that it typically captures prospects that are very interested in what you sell. The steady stream of interested, inbound prospects means your sales team will be spending more time helping serious buyers and less time cold-calling.

Better opportunity to close high-margin deals

Capturing sales leads early in the sales cycle has many advantages (See Figure 5). First, it gives your sales team the benefit of engaging an interested prospect first, ahead of the competition. Secondly, it helps your sales team shape the prospect's decision criteria around your solution.
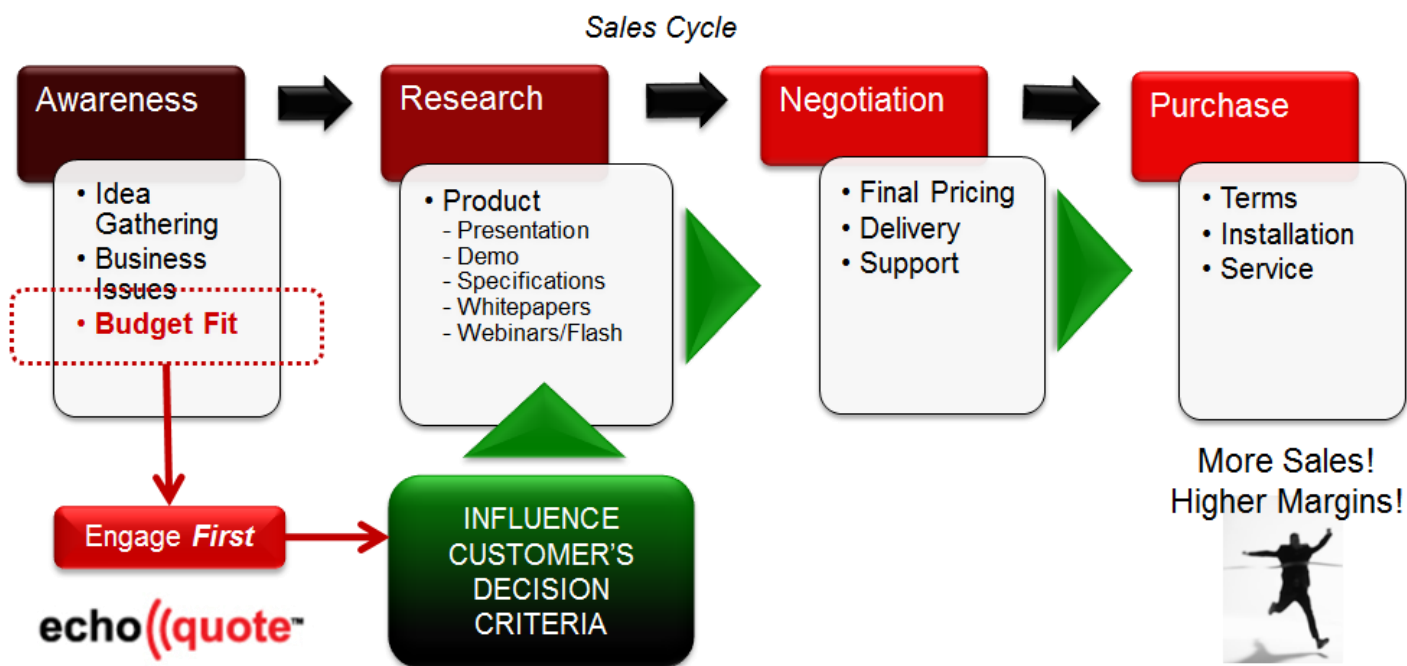

Figure 5 – To win more sales at higher margins you must engage first and influence the decision criteria.

EchoQuote™ gives your sales team the inside track to lock in your differentiators and neutralize your competition. The payoff from establishing your value first is reduced pressure to discount resulting in higher margins.

Healthier margins mean you'll do a better job and have happier customers!

Summary

If you ask B2B marketers about their top priority, most will answer *"I need to generate more sales leads."* If you ask their CEO what *they* expect from Marketing, they will most likely answer *"Find more opportunities for our sales team."* The answers sound alike but are in fact very different.

If executed properly, a simple idea like EchoQuote™ could be the key to satisfying both requirements. While industry experts agree that pricing is one of the most sought-after pieces of information on B2B websites, most companies don't offer an easy and safe way to request it.

> "EchoQuote is the best conversation starter I've seen in 20 years."
> – VP of Sales, K.R.

EchoQuote™ was designed to take advantage of the need for pricing to capture a higher number of early stage leads for even the most complex sales organizations.

EchoQuote™ - B2B Lead Generation Made Easy

Next steps

Please visit our website at www.LeadLifter.com where you can:

- View a **self-demonstration** using your own website as the background
- View **pricing** for the EchoQuote service
- Start a **free trial**
- View **case studies** of how other companies are using EchoQuote™

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