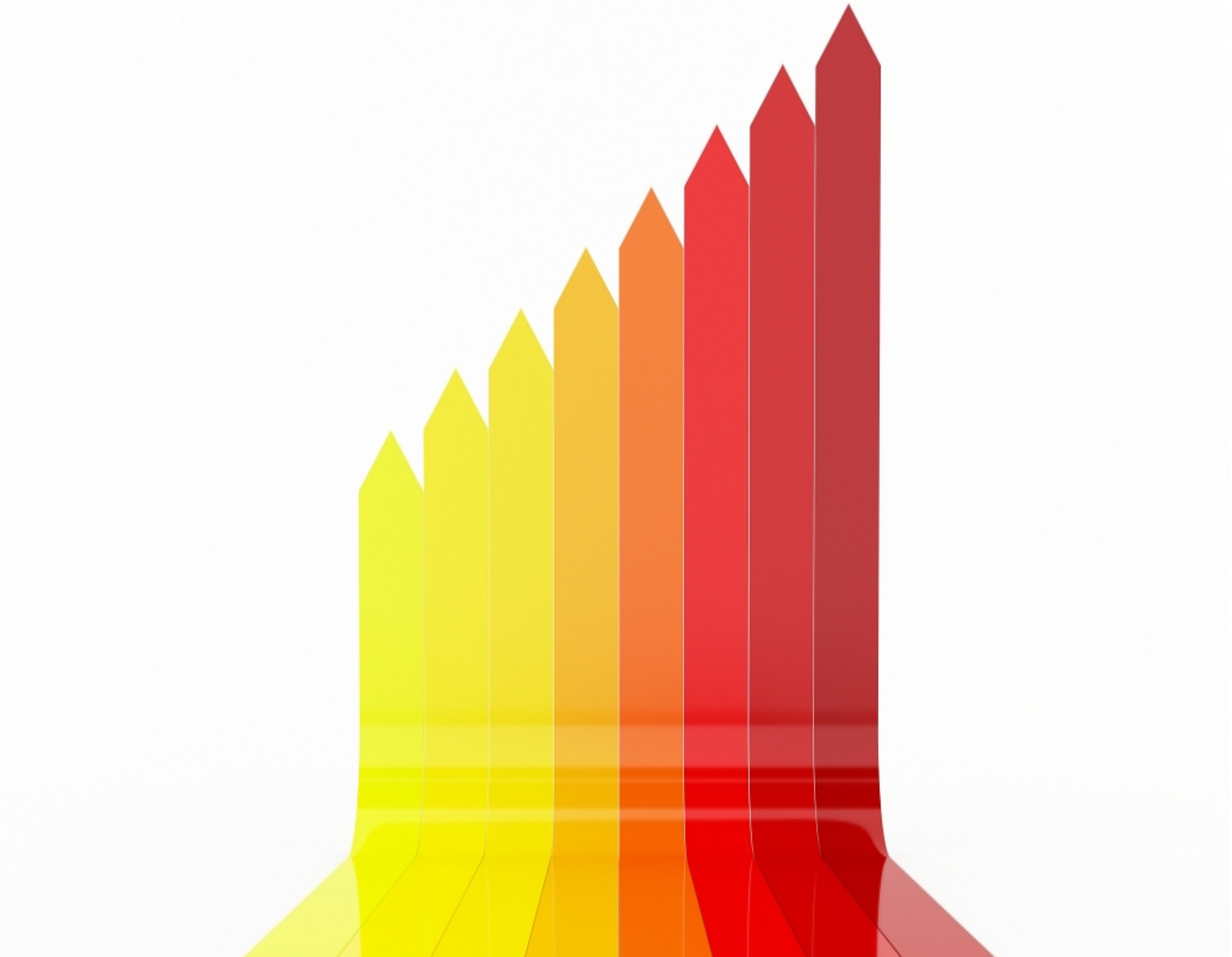

Is Your Sales Team Web Blind?

Most purchasing decisions start online. So why don't you know who is on your website?

Could you sell more if you did?

canddi

who. what. when. now.

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Executive Summary

Most buying decisions start with a web search these days. Yet most companies have almost no visibility of who is visiting their website, and what they are looking for.

Your website can tell you a huge amount about each visitor: who they are, where they work, what they want and when they want it. This is information that should be in the hands of every sales team.

This paper discusses the type of information each sales team should be getting from their website, how it can be filtered and structured, and how CANDDi can deliver it.

Is Your Sales Team Web-Blind?

How much do you know about the people who visit your website?

How much does your sales team know?

It's probably very little. Most buying decisions start with a web search these days. Yet companies have almost no visibility of who is visiting their website, and what they are looking for.

They might know how many people visit. But that's little use for sales teams: *you can't sell to a number.*

They will know when someone completes a form. *But is that enough?* The decision-making process might be over by the time someone actually completes a form. After all, they're not going to get in touch if you're not at least on the shortlist.

So as a salesperson you should want to see what's happening on your website. And more importantly, who is on there, when they're visiting, what they're looking for and what they're looking at.

That way you can intervene when the time is right and make sure that you are on that shortlist, and at the top of it.

The Value of Data

Every time someone visits your website they are expressing an interest in your business or your products. Not all will be potential customers, but many will. People are coming to your website because they are interested in buying your products or services and you know nothing about them.

Or do you?

In reality the very act of visiting your website means that these prospective customers have given you a huge amount of information about themselves. They have told you:

- **What they are looking for:** If they found you through a search, you will see what search terms they were using to discover your site, naturally or via advertising – a great indicator of what their pain point might be

- **Where they are:** Geographic IP lookup isn't 100% accurate but you can usually narrow people down to the right city, very useful for allocating leads

- **Who they work for:** If they are on a corporate network in any business of scale, their IP address will give away what company they are from

This is just the start. Visitors will very quickly begin to tell you more by the way they move through your site.

- **What they look at:** Going straight for a product page signifies where their interest lies, and that they are looking for a solution

- **What they watch:** Many sites have embedded video these days. It's useful to know which ones a visitor watched, and how much they watched of it. Did they turn up the volume? Did they maximise the screen to share it with colleagues?

- **What they download:** Was it a brochure or a white paper? Which one they went for might tell you where they are in the buying cycle.

Adding Identity

Of course there's not a lot you can do about these prospective customers if you don't know who they are. If you have good contacts within their company, or fancy trying your luck, you might pick up the phone to the switchboard and see if you can find the person with responsibility for your product area. You might do some digging on LinkedIn, or you might decide to carpet-bomb them with emails in the hope of hitting the right person.

All are valid responses in the absence of a name, but what if you could add identity to each of these Visitors? If you could see precisely who they are?

CANDDi offers you three ways to achieve this.

- **Forms:** CANDDi collects data from every form on your website, whether it's a newsletter sign-up, blog comment, or enquiry. No need to change the website.

- **Email:** A minor tweak to the links in any individual or campaign email that you send out and CANDDi can connect that email address with the machine of the person that clicks through. This is the fastest way to add identity to a large volume of your online Prospects.

- **Questions:** CANDDi Questions allows you to dynamically pop-up forms to any visitor who looks like a hot prospect. Imagine someone from one of your target companies comes on the site and you don't know their ID. CANDDi will dynamically invite them to enter a competition or complete a survey in return for their email address. Or perhaps you want to target anyone with a behaviour score above 50%? No problem.

What's In a Name?

Once CANDDi has some identity information for your Visitors, it allows you to flesh this out. With just a name you can search LinkedIn and find their profile, job title, photo and more. Get an email address and we will automatically run it against Facebook to see if they have a profile.

The result is a very rich profile of your Visitors, replete with contact options and a detailed understanding of their interest in your business. Anything your Visitor has ever done or ever does in the future on your website will be presented in a single record, customised with the information that is important to you. It might look something like this:

Profile
Name, address, company, contact details and social profile

Actions
Forward/sync data, claim prospects, or comment

Events
Captures event bookings from website or CRM

Email Campaigns
Integrated data from 3rd party tool

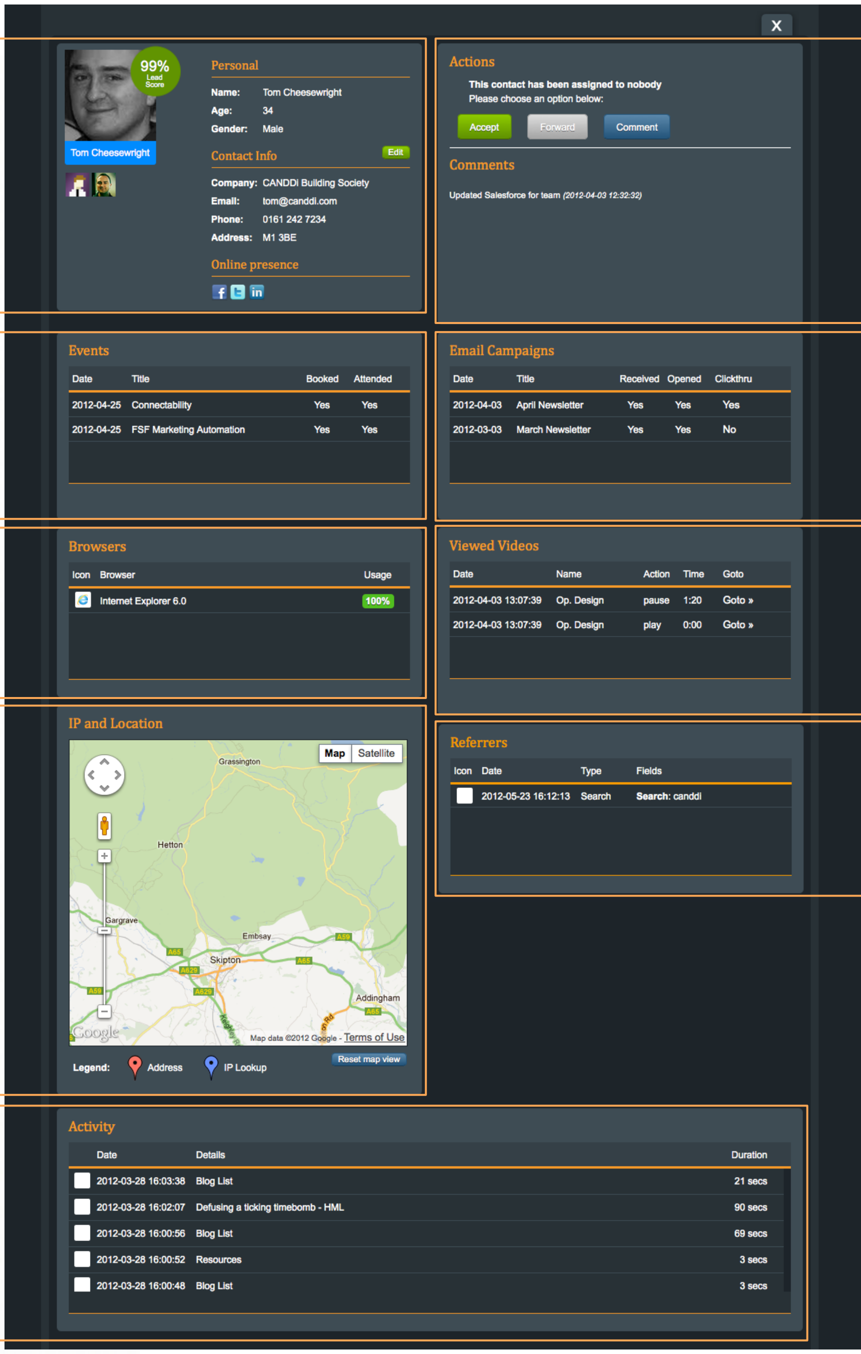
Browsers
Fixed or mobile, how they are accessing your site

Content Widget
Tracking viewed videos, downloads, podcasts etc

IP & Location
Where they say they are and where they access your site from

Referrers
How they found you and what they searched for

Activity
Everything they've viewed on your site



The New Funnel

Once you have this level of information about each Visitor it can change the way that you approach sales.

Consider this: before the web, sales funnels typically started with 'Suspects'. The definition varies but these would usually be identified people or companies who you believed *might* be a good fit for your product or service. They had never expressed an interest but you knew who they were and how to contact them. You *hoped* that they could be moved to the next stage in the funnel through some sales and marketing activity. Then they would become 'Prospects': individuals who have expressed an interest.

The new funnel arguably starts with Prospects. The first time someone comes to your attention as a prospective customer might be when they visit your website to do their own research, and hence express an interest.

Now your job is to discover their identity – a research process that would formerly have taken when assembling the Suspects list. Only then will you make contact for the first time (unless the person you are tracking is an existing or lapsed customer returning for a new purchase, a situation covered below).

This new funnel makes traditional software for managing leads – typically a CRM system - somewhat less valuable, at least in the early stages of engagement. A CRM system is fine with 'Suspects' because it has a name and contact information to index records against. But it can't handle *anonymous* individuals who have expressed an interest.

Without a name to create a record against, you can't start aggregating information about a Prospect in a CRM system.

For this reason Prospect Analytics is sometimes called 'Pre-RM', because the data it collects is used to create new Prospect records in the CRM system – and to keep them updated with further online activity as the sales process progresses.

Scoring Leads

The effort required for someone to jump on your website is small. If you are actively marketing your business, the number of calls to action driving them to do just that will be large. As a result in this new world of 'Prospect before Suspect' you can be very quickly faced with a large number of potential leads. It probably won't be a good use of sales time to follow up each one unless you can go some way to qualify this interest.

This is where some form of 'lead scoring' can be valuable.

Digital lead scoring techniques are usually based on behaviour:

- Has this person done something that shows that they might be a valuable prospect?
- If so how much value did I assign to that action?
- ...and how many times have they done it (or another valuable action)?

The result is a useful measure of interaction and can be used to weed out those who landed on your site by accident or who clearly didn't find what they were looking for. But it's far from perfect and likely to throw up a lot of false positives or miss some potential hot prospects.

More sophisticated scoring systems also take into account elements of the lead profile:

- Do I have some identity information for this person so that I can follow-up if they do look like a hot lead? (Scoring might be gradated based on how much identity you have, e.g. just the company name vs a phone number and email address)
- Are they in my known prospects list?
- Are they a current or lapsed customer?
- Are they a colleague, partner or supplier, any of which might diminish or entirely negate their value as a lead?

Combining behaviour and profile data will still not give a true score to the potential *value* of a lead, but it should allow you to more intelligently filter Prospects and efficiently focus attention on those that are of the highest calibre.

Specific attention can be paid to named groups in this scoring process, with alerts triggered alongside a bump in score any time a known Prospect, current or lapsed customer comes on the site. These groups can be defined as broadly as their company name or as narrowly as specific named individuals.

CANDDi Prospect Analytics

Prospect Analytics gives sales teams a sixth sense for the web, removing the blindspot that has been present since the dawn of the Internet age. It allows sales teams to match their processes to the realities of procurement today, where product information is only ever a Google search away. And it delivers, enabling the right intervention at the right time to help close deals and nurture leads.

Prospect Analytics from CANDDi is available today. It is quick to deploy, requiring just six lines of code to be added to your website. We do the rest. Our team of business analysts and programmers will work with you and the CANDDi learning engine to understand the structure and content of your website, adding scores to the right content, and creating custom widgets to display the data that is relevant to you.

Within a week you will be getting alerts and logging in, seeing individual's profiles get richer in real time, and deciding how to close the Prospects you suddenly know so much more about.

Billed monthly on a Software-as-a-Service basis, there are no upfront costs. Talk to us today about a discounted three-month trial period for your business.

To find out more or book a demonstration, contact Tom Cheesewright at CANDDi on 0161 242 7234, or at tom@canddi.com.