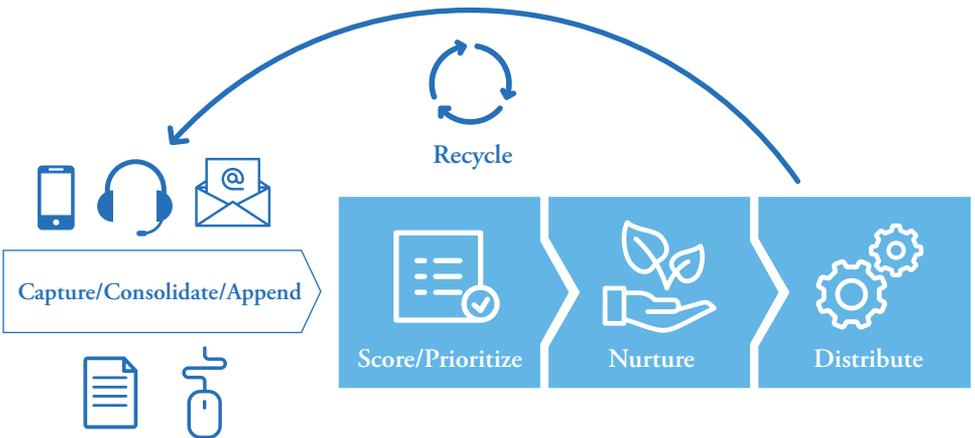


Quarter after quarter, businesses lose revenue because of their inability to manage incoming leads. Today, leads emerge from a number of sources from incoming phone calls to outbound marketing campaigns to Social CRM. Those that are managed are treated in a binary way: the lead will close today or it will not. Less than one fourth of these leads are sales ready.

Because of some great technologies on the market today, businesses are able to capture this lost revenue by enabling lead life cycle management (nurturing) processes that require crisp definitions of leads, their states and the roles and responsibilities of marketing and sales in getting leads to opportunities to revenue. Defining the difference between a marketing qualified lead and a sales qualified lead is the first step in implementing a mature lead management process.

Overview of Demand Management Flow



Without well-defined processes, enabling technologies and strong marketing and sales alignment, leads will continue to fall through the cracks and be a source of lost revenue.

The Growth Strategy Group will partner with you to develop your Demand Generation and Lead Management strategies and tactics to include:

- Lead Management processes using our model as a baseline for tailoring to your environment
- Definitions of lead states
- Lead scoring, prioritizing and routing business rules
- Lead nurturing through content marketing
- Roles and responsibilities
- Marketing and sales alignment
- Selection of Lead Management technologies and implementation

Who We Are

The Growth Strategy Group was founded in 2007 by Marianne S. Hewitt following a 20 year career as a corporate executive and consulting leader serving global and mid-size businesses. Recognizing the incredible power of marketing and sales technologies to drive growth, Marianne and her partners work with CMOs and their teams to implement marketing programs that drive customer engagement and demand generation through prudent application of marketing technologies.

We are a group of executive consultants passionate about helping businesses reach their growth potential.

The value proposition to you:

- Deep expertise and thought leadership
- The experience to lead . . . or follow
- Hands-on approach to get the right things done quickly
- A pragmatic alternative to strategy and implementation consultancies.

What We Do

The Growth Strategy Group works with marketing, sales and technology leaders to establish marketing to sales solutions that drive organic growth and show real return on marketing investment.

Our services include:

- Actionable marketing/marketing technology strategies
- Evaluation and selection of marketing to sales technologies
- Implementation of the leading marketing to sales technology solutions
- Marketing and sales transformation and alignment
- Digital marketing maturity assessments
- Segmentation strategies and personalization
- Program management of digital transformation initiatives

How We Do It

Our exceptional implementation skills will engage your organization and facilitate real change resulting in increased productivity and improved effectiveness. We are skilled in crafting implementation roadmaps that deliver capabilities timed to self-fund future investments.

We are your thinking and implementation partners.
We are vested in your success.

The results: • Increased sales • Loyal customers • Profitable **GROWTH ACHIEVED.**