

Lead-to-Cash Playbook

The QSS Lead-to-Cash playbook provides a seamless buyer engagement process from lead origination to opportunity fulfillment. The QSS lead-to-cash methodology incorporates three primary pillars: understanding your buyers' journey; mapping that journey to your existing sales process; and ensuring that process is adopted and leveraged by your teams.



Benefits

A documented lead-to-cash process adds structure and accountability to your marketing and sales activities which leads to higher win rates and shorter sales cycles. Additional benefits include faster onboarding of new staff; improved lead quality; tighter integration of marketing and sales initiatives; better overall buyer experience; and enhanced revenue predictability.

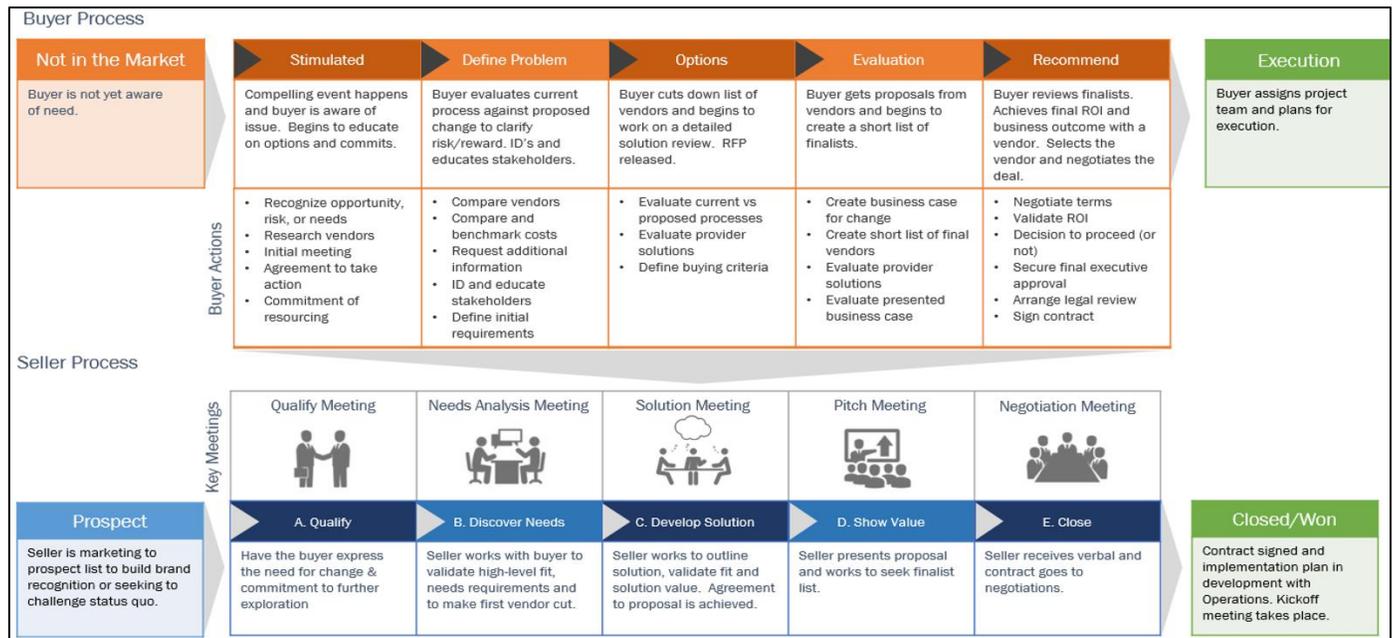
Your Lead-to-Cash process – the roadmap to success.

Successful selling starts with an efficient process. Making sure each step in the buyer's journey generates trust and delivers value. A lead-to-cash process drives consistency across your entire sales team from an initial lead to opportunity fulfillment. A process that is properly integrated into your CRM system and is adopted by your marketing and sales teams will drive sustained revenue performance and predictability.

What is a Lead-to-Cash Playbook?

The most effective lead-to-cash process starts by mapping out each stage of the journey from the buyer's point of view, then overlaying this process to your sales process and implementing into your CRM platform.

Example: Buyer journey mapped to a seller process



What's involved in a Lead-to-Cash Playbook?

Based on the experience of developing hundreds of sales processes, the QSS Lead-to-Cash playbook follows a structured methodology that includes:

- Reviewing the current marketing and sales processes including performance data analysis
- Mapping the buyers journey to your existing sales processes to determine misalignment
- Ensuring the buyer's journey and sales stages are integrated into your CRM instance
- Creating adoption training and reports to provide continuous performance visibility

Why QSS?

The science of selling is in our DNA. Our senior advisors will optimize your lead-to-cash sales process. This playbook will identify the high performance opportunities, filter out low-potential leads and prospects, and drive higher and more predictable revenue performance.

To find out more about Lead-to-Cash:



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