

How to Achieve Organizational Consensus for Predictive Intelligence

Enlyft delivers actionable sales and marketing intelligence to help companies understand who their most promising customers are, why they are the right customers, and what the most effective messaging is to approach them with.

enlyft.com



Top Pain Points Faced by Stakeholders

In order to achieve buy-in from key stakeholders, it's critical to understand the current pain points faced by key stakeholders. Armed with this insight, you'll be in a better position to articulate the specific value propositions of predictive intelligence in the context of overcoming these pain points.



Marketing

Key stakeholders include CMOs, campaign managers, field marketers, and digital marketers.

Top Pain Points

ICP uncertainty

Marketing professionals frequently struggle to understand their ideal customer profiles (ICPs). Without an understanding of which attributes define ideal customers, marketers are forced to rely on gut instinct and, as a result, struggle to craft campaigns that garner widespread appeal. According to SiriusDecisions, the absence of persona-based insights represents the greatest challenge faced by B2B marketers in terms of creating buyer-centric content.

Lack of alignment with sales

Marketing professionals frequently wrestle with low MQL to SQL conversion rates. They are frequently blamed for passing off low-quality leads to sales.

Strong reliance on spray and pray marketing tactics

Customers are increasingly demanding a more personalized customer journey. According to Marketo, 63% of consumers express annoyance when brands rely on generic advertising messages. Many marketing professionals struggle to craft highly tailored campaigns and tactics.

The Power of Predictive Intelligence for Marketing

ICP understanding

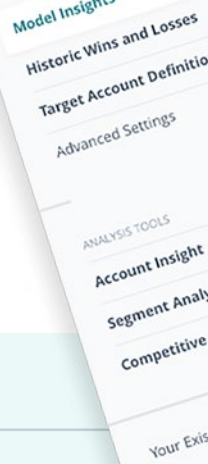
With predictive intelligence, marketing professionals gain a comprehensive understanding of which specific attributes define their ICPs. Armed with this knowledge, they are able to craft more personalized campaigns and hit marketing objectives.

Alignment with sales

Armed with predictive modeling and intelligence, marketing professionals are able to pinpoint the customers with the highest buying propensity for a particular offering, enabling them to increase MQL to SQL conversion rates. Additionally, with intent signals, marketing teams are able to identify which prospects are ready to buy and which need to be incubated before sending off to sales.

Personalized campaign generation

Predictive intelligence solutions help marketers understand the right set of accounts to target, as well as the specific attributes that cause an account to exhibit a specific buying propensity. This saves them from squandering budgets on accounts that are unlikely to convert. It also empowers them to tailor messaging for each account. Enlyft, for example, gives marketers insight into the specific marketing messages that will best resonate with prospects and customers.



Sales

Key stakeholders include VPs of sales, sales managers, SDRs, and account executives.

Top Pain Points

Low win rates

Sales professionals frequently waste time focusing on marketing-generated leads that exhibit low buying propensities. According to the RAIN Group Center for Sales Research, sales professionals achieve an average win rate of only 47%.

Inability to hit sales numbers

According to Gartner Group, 80% of revenue is generated from only 20% of a company's existing clients. Sales professionals struggle to identify which accounts have the highest buying propensities for upsell and cross-sell opportunities.

Ill-informed sales messaging

With little insight into why specific accounts exhibit specific buying propensities, sales professionals resort to one-size-fits-all messaging. They struggle to add the critical personal touch and engage with prospects in meaningful and relevant ways.

The Power of Predictive Intelligence for Sales

Increased win rates

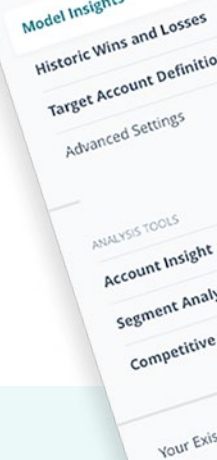
With higher quality leads being passed from marketing, predictive intelligence solutions help sales professionals focus their time and efforts on prospects that are most likely to convert.

Increased revenue

With predictive intelligence, sales professionals are able to identify the most promising customers to upsell and cross-sell to. Enlyft, for example, helps its customers identify the most promising upsell and cross-sell opportunities by providing insight into how their product(s) are integrated into their customers' technology stacks.

More effective outreach

Predictive intelligence solutions help sales professionals understand why each account is a good fit for a specific offering. This enables them to effectively personalize outreach and messaging. According to BloomReach, 87% of consumers prefer to purchase from brands that effectively personalize sales experiences.



Senior Leadership

Key stakeholders include CEOs, COOs, and CFOs.

Top Pain Points

Lack of market understanding

Senior leaders commonly struggle to gain a comprehensive understanding of their markets. They rely on research reports that are static in nature and don't provide an accurate analysis of current market conditions and penetration rates.

Misguided competitive information

Competition is inevitable for all businesses. Unfortunately, many companies struggle to understand how they are positioned against key competitors and the core advantages/disadvantages they exhibit.

Forecasting inaccuracies

Senior leaders struggle to develop accurate revenue forecasts. According to CIO Insights, almost 85% of companies struggle with forecasting. Inaccurate forecasting causes senior leadership to miss targets, misallocate budgets, and struggle to develop long-term strategies that fuel growth.

The Power of Predictive Intelligence for Senior Leadership

Comprehensive market understanding

Predictive intelligence primes senior leadership to better understand how their company's market share compares to that of the competition. Enlyft, for example, allows companies to identify their specific strengths and weaknesses across different market segments and pinpoint key blockers to adoption.

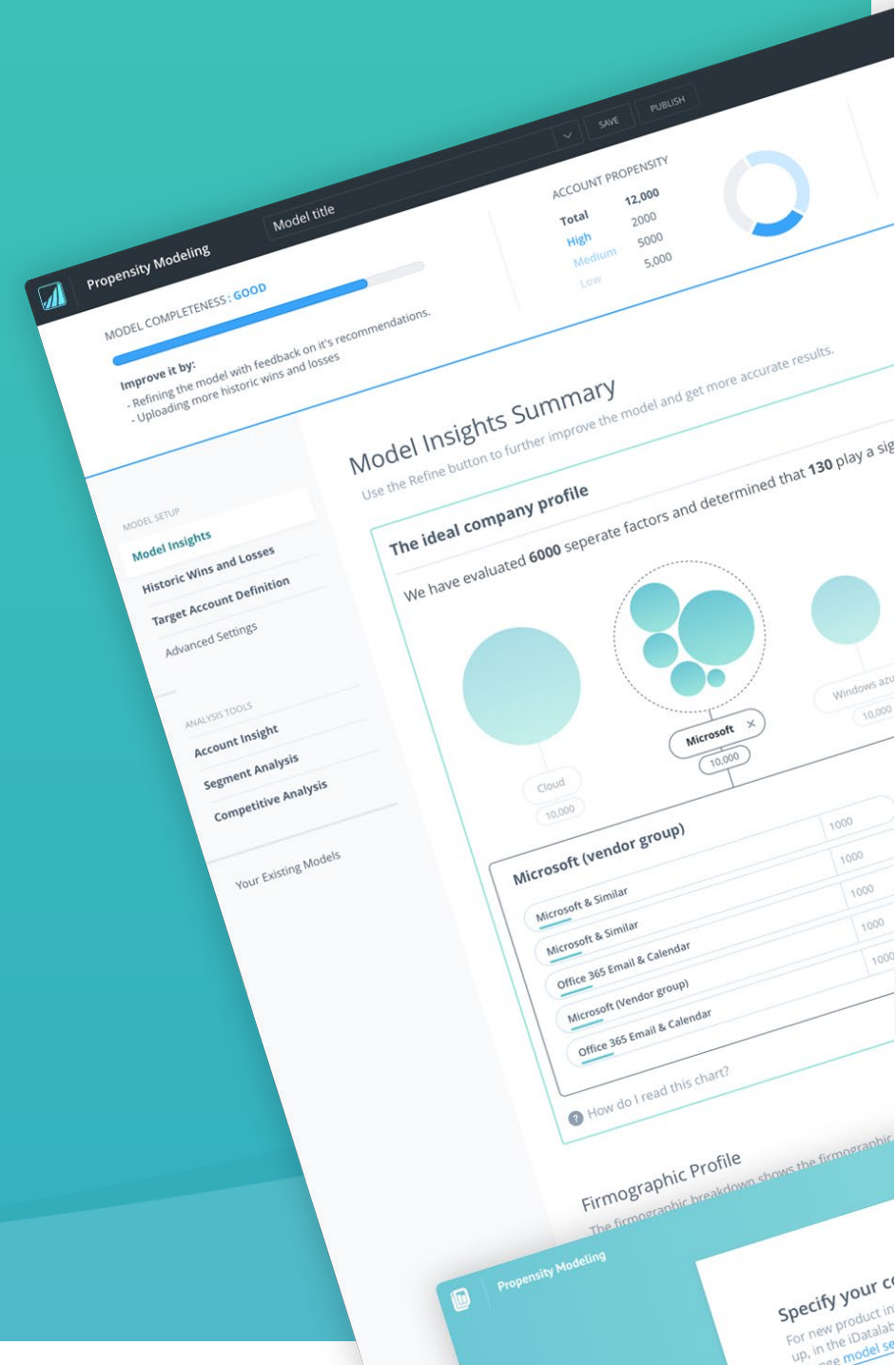
Competitor displacement intelligence

Predictive intelligence allows companies to develop more effective strategies to displace competitors. According to Forrester Group, companies that implement predictive intelligence are 2.1x more likely than others to occupy a commanding leadership position in the markets they serve.

Accurate forecasting

When sales and marketing professionals are able to identify the accounts with the highest buying propensities, they are able to generate consistently high conversion rates. Predictive intelligence allows senior leaders to take the guesswork out of revenue forecasting. CEOs are better able to set targets, CFOs are better able to allocate budgets, and COOs are more effectively able to launch new strategies.

After you've communicated the value of predictive intelligence to all important stakeholders and demonstrated how predictive intelligence empowers them to overcome their most pressing pain points, you'll be in a better position to achieve buy-in. It's important to take the time to understand each stakeholder's priorities and objectives for implementing predictive intelligence.



Ensuring A Successful Predictive Intelligence Roll-Out

Once you've successfully secured buy-in from key stakeholders, the following best practices can help ensure a successful roll-out.

1

Decide upon metrics for success:

Meet with all stakeholders and understand the key metrics that will define a successful rollout. You'll need to develop a process to track these metrics.

2

Check in constantly:

You should meet with key stakeholders, at a minimum, on a monthly basis. During these meetings, you should ask for input on predictive solutions and understand whether stakeholders' priorities have changed and whether predictive solutions need to be leveraged in different ways.

3

Review results:

It's critical to schedule meetings with all stakeholders to review results, understand what is working and what is not, and discuss ways in which models can and should be modified.

Achieving organizational buy-in can feel, at times, like pulling teeth. By following the advice and best practices included in this white paper, you'll be in a prime position to clearly articulate the value of predictive intelligence for your organization, achieve buy-in, and ensure a successful rollout.



Learn more about Enlyft

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