Internal Sales & Marketing Dictionary

We've created this worksheet, so you and your sales leadership counterpart can build an individualized Sales & Marketing Dictionary. This exercise will help you come to terms (get it, terms), and once you've worked out what to call certain aspects of your Sales & Marketing funnel[1], you'll experience a number of improvements in your interactions:

- Increased understanding when discussing plans and results within Marketing and across departments
- Better ability to measure the throughput of your pipeline. (Each term represents a place to measure the pipeline)
- Agreement on standards of behavior between the two organizations

[1] Sales or Revenue Funnel describes the process a company takes customers through when purchasing products or services. It differs from the Buying Journey as it's company centric, not buyer centric. There are numerous versions available. For our purposes, we will look at the Top, Middle and Bottom of the Funnel.

MEASURED RESULTS MARKETING

Marketing problems solved. Qualified business found.

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Step 1: Brainstorm Funnel Terms

Use the dotted line below to brainstorm the terms that will define your funnel. Some suggestions have been provided.

Step 2: Fill In Final Funnel Terms

Use Step 1 to decide your final terms and write them down in the funnel below -- this is your funnel "dictionary".

TOP OF THE FUNNEL: ATTRACTING PROSPECTS

What will you call the group of activities / programs Marketing runs for lead generation? Example: 4Q Promotion to go after the Medical industry including emails, e-Books, a Webinar

Campaign ..... (Your Term)

What would you call the specific type of activity / program Marketing runs for lead generation? Example: Webinars or PPC Program or List Purchases

Lead Source, Channel ..... (Your Term)

How will you refer to - and differentiate among - the non-qualified individuals that enter Marketing's database? Example: Visitors to your booth who entered a giveaway contest

Lead, Marketing Suspect, Contact ..... (Your Term)

How will you describe individuals that have submitted some information via a form on your site or marketing automation platform? Example: Everyone who signed up for your blog updates

Form Complete ..... (Your Term)

MIDDLE OF THE FUNNEL: MOVING INTO BUYING MODE

What term will you use – and what are the agreed criteria – for those individuals that meet your qualification standards and are ready to be turned over to Sales? Example: An individual who has the right title and is in the right industry who also sat through a weekly demo and requested technical literature

Marketing Qualified Lead (MQL) ..... (Your Term)

What term will you use to indicate that Sales has accepted the Marketing Qualified Lead?
Example: Sales Representative receives an MQL and is in pursuit

Sales Accepted Lead (SAL) ..... (Your Term)

BOTTOM OF THE FUNNEL: VALIDATION AND PURCHASE

How will sales and marketing jointly refer to those SALs that have opportunities associated to it?
Example: An account representative in Texas has created an opportunity with notes about BANT that will close in August for 100K

Sales Qualified Opportunity (SQOs) ..... (Your Term)

How will you watch over all of the Opportunities?
Example: There are 4 stages to an opportunity life cycle: Exploration, Bid, Closed Won and Closed Lost

Estimate, Propose, Present, Close ..... (Your Term)