

EBOOK

How to use intent data to close more sales qualified leads



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Are you confident in your team's ability to close sales qualified leads consistently?

The current economic climate has made that a sensitive question. **Over a third of sales reps** aren't as confident as they would like to be. With just **5% of B2B buyers** in the market for a particular product or service at any one time, there's a lot of competition over a small pool of leads.

Identifying that 5% is challenging, but it's only half the battle. Understanding their position in the buyers' journey is just as important. It's no longer enough to provide valuable content for people to find organically. Sales and marketing teams have to provide the valuable content that leads are looking for, when they're looking for it.

Understanding the who, what and when of your prospects is vital. It's the difference between a targeted sales strategy and a 'fingers-crossed' approach. So how do you find the answers to those questions, and use them to close more sales?

Answer: intent data

Contents

How intent data helps

1. Targeting the customers that matter
2. Prioritising valuable leads
3. Better data quality

Use intent data to inform your sales strategy

1. Prioritise valuable leads (in practice)
2. Understand customer behaviours and pain points
3. Help marketing, help you
4. Anticipate competitors and establish differentiators

Four tips for closing leads

1. Time your communications
2. Nurture conversations, don't just pitch
3. Sell your product or service benefits, not its features
4. Offer free trials or assessments

Close sales qualified leads with confidence

About Mixology Digital

pg. 4

pg. 4

pg. 5

pg. 6

pg. 7

pg. 8

pg. 9

pg. 10

pg. 11

pg. 12

pg. 13

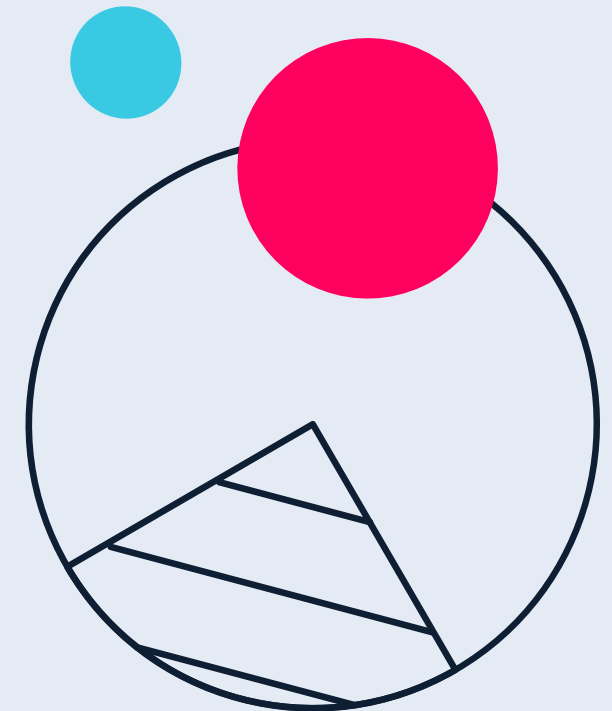
pg. 13

pg. 14

pg. 14

pg. 15

pg. 16



How intent data helps

AI-supported data helps you locate the warmest leads. It can also aid your navigation of potential objections and knowledge gaps. That can mean the difference between success and failure.

There's a reason that researchers at Salesforce write headlines like "AI Reaches Critical Mass with Top Performers". **According to their research**, there's a direct correlation between performance and data-driven lead management: Just 30% of "underperformers" prioritise leads with the help of AI. Amongst "high performers", it's 64%.

Here's what those high performers are getting out of AI-driven intent data.

Targeting the customers that matter

Intent data is made up of 'signals' like content consumption, research behaviour and asset downloads. This gives your teams an understanding of what prospects are looking for (and why). Added to that is technographic and firmographic data. This gives you insights into an organization's toolset and purchasing power.

Put that information to use and you'll avoid lengthy 'getting-to-know-you' processes and bad-fit leads. Instead, you'll have leads that suit your offering and are ready to purchase.



Prioritising valuable leads

40% of sales reps say that **prospecting is their most difficult task**. AI-supported intent data alleviates that challenge.

Intent data allows organizations to segment prospects according to custom criteria, such as:

- **The amount of nurturing that's still required.**
- **Potential contract value.**
- **Engagement with marketing assets.**
- **Pain points.**
- **Industry requirements, and more.**

Instead of blind prospecting, sales reps can build campaigns and relationships based on real insight. This reduces your cost per lead (CPL) by filtering out contacts that aren't ready or interested.

Better data quality

By some counts, poor quality data results in a **10% loss of annual revenue**.

Your lead data is only as good as your source, and AI only works if data is accurate. Without a reliable source of information, you won't see an increase in closed leads. A broken clock is right twice a day, but you don't often hear many sales gurus advocating for 'broken clock lead nurturing'.

All intent data isn't created equal. Use **first-party data** – or second-party data gathered by a trustworthy partner. It guarantees that you are working with accurate information and aren't accidentally increasing your CPL on red herrings.





Use intent data to inform your sales strategy

The closing process starts as early as a prospect's first contact with your organisation. To make the most of intent data, you need a reliable data platform and a sales strategy that puts it to use. So, how do you bake intent data into your sales strategy?



Prioritise valuable leads (in practice)

Intent data renders lead management software more valuable. That's especially true when it comes to prioritisation. Like AI, your CRM is only as good as the data you work with.

Translate AI-driven intent data into a prioritised list of prospects for your sales team on a platform they already know. They will receive a clear view of where to use resources, and when.

Migrate or identify those leads in your CRM, and you have streamlined a complex process that could have taken hours.

Understand customer behaviours and pain points

Not every prospect is at the same stage of the buyer's journey. When you know buyer intent, you can deliver targeted content to personas right when they need it.

Intent 'signals' give your team an understanding of what people want to learn about, when. With the help of NLP, you can build a comms strategy that speaks to your ideal customers' search intent.

Materials like segmented email campaigns and stage-specific advertising allow you to educate and progress leads based on their readiness.

Once you have segmented your audience in your CRM, you can create targeted content that moves them along the lead funnel. Segmented campaigns have netted some organizations a **760% increase in revenue**, so it's a tactic worth deploying.





Help marketing, help you

You can also use intent data to shape future product and campaign development. Your product offering and content will serve your target audience and deliver a healthy, organic sales funnel.

Create evergreen content for each stage of the buyer's journey to attract your ideal customers earlier in the purchasing process. This nurtures relationships far earlier, and delivers warmer, easier-to-close leads to sales reps. Remember, a strong sales strategy is closely linked with a strong marketing strategy.

“To grow a brand, you need to advertise to people that aren't in the market now, so that when they do enter the market your brand is one they are familiar with.”
– Professor John Dawes

Anticipate competitors and establish differentiators

Professor Dawes notes that B2B buyers change service providers every five years or so. Identifying the lifecycle of a lead's technology stack gives you a chance to replace a competitor. But you need to know when to target them and which differentiators to highlight to catch their eye.

With intent data comes technographic insight like:

- **Which tools your potential buyers are currently using,**
- **Where the gaps in their technology stack are,**
- **How you outperform any competitors they may already be working with.**

It's also important to bake firmographic data into any sales communication. One of the main reasons that buyers disengage with businesses is irrelevant content. So, tailor the pricing model, service or product you market to factors like buying power and company size.





Four tips for closing leads





1. Time your communications

Use an intent data platform that can segment your prospects based on their position in the buyer's journey. Then nurture them by providing the value that will move them to the next stage. Create marketing materials that speak to each stage of the buyer's journey, and deliver it at the right time.



2. Nurture conversations, don't just pitch

Use intent data to craft a relevant agenda for every sales conversation.

Even with a verified high-intent lead, nurturing is required. In our experience, skipping the nurture process leads to fewer closed deals.

Treat your prospects as if they require more education, even if you think they don't. Use the insight you've gained to host a conversation that's so relevant to their needs they'll want to know more.



3. Sell your product or service benefits, not its features

Sales-qualified leads may be tech-savvy, but they are most interested in how products address their pain points — not the technical features on offer.

In most situations, your time with prospects will be limited. Leave them with a clear answer as to how your offering will make their jobs easier. They can then communicate those benefits to others to secure buy-in. There are, after all, an average of six to ten people involved in every B2B buying process.



4. Offer free trials or assessments

If you've identified a high-intent prospect that would benefit from seeing your product or service in action, suggest a free trial. It can lead them to develop a dependence on your tool and encourage conversion.

Offer a free assessment, and you'll have another opportunity to make use of intent data. Take technographic and firmographic information into account, and tailor your presentation to their specific needs. From integrations to budget and number of users, you have everything you need to answer questions before they even ask them. You'll have a conversation that speaks directly to their requirements and pain points.



Close sales qualified leads with confidence

In an intensely competitive B2B sales landscape, intent data offers vital insight.

Put simply, it allows you to find and prioritise your most valuable leads. AI-driven platforms render that process even more rewarding. With the help of NLP and behaviour analysis, AI gives you a full picture of your prospects before you've even had a conversation with them.

Craft a sales and marketing strategy that makes full use of AI-driven intent data and you will be able to revisit our opening question, 'are you confident in your team's ability to close sales qualified leads consistently?', with a resounding yes.



About Mixology Digital

At Mixology Digital, we believe people are the most important part of every B2B interaction. With a focus on understanding your unique needs, we tailor our strategies to ensure your message resonates and engages.

Our team is passionate about helping you create impactful campaigns that foster meaningful connections. We prioritise personalised approaches, ensuring your marketing efforts are not just effective but also genuine.

With 95%+ data accuracy and our custom-built AI tool, discover how we go above and beyond to help you build powerful relationships with your target market. We're here to support you every step of the way, turning your vision into reality with a human touch.

