



The Lead Chasing Dilemma: Calendar First™ Aligns Marketing and Sales in a New Way

Most buyers and sellers are annoyed with today's best practices at the top of the funnel. Buyers are tired of constant emails and random calls, while sellers keep expanding follow up sequences to force a conversation. This misalignment causes the last mile problem, preventing leads from easily converting to sales meetings.

The Buyer's Dilemma

Buyers are tired of being lead-chased and bombarded with emails and calls.

"What's the point of being chased? That practice honestly turns me off from buying more than anything else a sales team might do."

Content and Digital Marketing Manager.



80% of Buyers are most annoyed by being lead chased by calls and emails



13% of Buyers find even manually coordinating a meeting day/time annoying

The Seller's Dilemma

Sellers feel their path to improvement is longer sequences using more channels.

"Don't waste sales' time making them chase every single contact that comes in."

B2B Marketing Specialist.



50% of Revenue teams' biggest fear is complete lack of follow up when sending leads to sales.*



28% of Marketers biggest fear is not enough follow up on leads

The Disconnect

Buyers

Want more efficiency

Tired of all the calls and emails

Don't like being lead-chased by sales

Sellers

Want more quality volume

Extend call and email sequences

Don't want to chase down leads

"My concern with leads is the quality of the follow-ups....too many times I have seen sales follow up emails screaming, "I only want your money," instead of, "let me see how I can help you with your problem."

B2B Marketing Specialist

The Solution: Aligning Buyers and Sellers With Calendar First™

The Calendar First™ methodology turns leads into meetings using a timely and tailored meeting invite. Buyers accept meetings with 1-click and sellers just show up.



Benefits to Buyers

Instant access to a meeting

Responding to SDR cadence not required

More time to focus on the solution

End of being lead-chased

Benefits to Sellers

Instant access to a prospective buyer

No more call blocks and email tasks

More time to focus on the client

End of lead-chasing

Sources

Data Gathered via LinkedIn Poll of over 250 Marketers in the Heinz Community.
 Survey 1 - https://www.linkedin.com/posts/maltheinz_what's-your-biggest-pet-peeve-when-setting-activity-6796096869429837824-MHPW/
 Survey 2 - https://www.linkedin.com/posts/maltheinz_for-those-working-with-or-without-sales-engagement-activity-679203513145558864-elAr/
 Survey 3 - https://www.linkedin.com/posts/maltheinz_it-doesnt-matter-how-good-your-leads-are-activity-6791038452912259072-665V/