

Scout: Your Trusted Guide to Peak Sales Acceleration

The power of applying data science to your sales and marketing efforts.

This year, clients of the Sterling Woods Group achieved results such as

124%
increase in new business revenue

10X
increase in marketing ROI

7.2X
increase in revenue from product re-launch

How do our clients grow sales? Through **Scout**, our proprietary **Market Segmentation and Activation Framework**. Scout makes your *existing* technology, marketing spend, and sales force substantially more effective.

Here is how it works.

We start by analyzing transactional and behavioral data

SALES HISTORY

WEBSITE EVENTS

CRM DATA

EMAIL ENGAGEMENT

SURVEYS

INTERVIEWS

Then, we layer in direct research

To build a robust segmentation, backed by data science

SEGMENTATION

Maximizing revenue from highest-value segments

After determining the attractiveness of each segment, we design targeted **sales and marketing playbooks** for the **highest-value types of customers**. Our initiatives focus on:

1
Focusing marketing spend and sales efforts on high-quality leads

73% reduction in cost per qualified lead

33% lead growth by targeting an international lookalike audience

= indicates actual client results

5X increase in online conversion rate

10X increase in online lead generation

2
Optimizing online user experience using predictive analytics

3
Scientifically engineering the sales playbook to better nurture leads

84% reduction in sales cycle time

50% increase in sales per rep

70% increase in customer retention rate

6.9X increase in revenue from new product launch

4
Increasing the customer lifetime value of existing customers using analytical models to manage churn and drive upsells and cross-sales

Activating the segments through test-and-learn

The data gives us a head-start, then we **work side by side** with our clients to launch pilots and measure results. This way we can decide where we need to:



double-down



course correct



shut down

Once a winner has been established, we transfer knowledge to your team so you can **build internal capabilities**.



We stay involved as your "compass" and help manage your **slate of pilots**, optimize **predictive models** we've built, and conceptualize your next slate of **organic growth initiatives**.

All this leads to . . .

MORE SALES

IMPROVED MARKETING ROI

MORE EFFECTIVE SALES TEAMS

LESS STRESS

MORE CERTAINTY IN HITTING YOUR NUMBERS



STERLING WOODS

<https://sterlingwoods.com> · +1 617-544-7883 · growth@sterlingwoods.com