

# Building Your Team

## of Demand Generation A-players

An effective demand generation (demand gen) process can help business-to-business marketers with long buying cycles ensure they stay top of mind with potential buyers, and provide the right content at the right time, to move them through the sales funnel.



Nurtured leads produce, on average, a **20% increase** in sales opportunities versus non-nurtured leads<sup>1</sup>



By 2020, customers will manage **85% of their relationships** without talking to a human<sup>2</sup>



Sales enablement is key to effective demand gen, yet **58.5% of marketers** only involve sales some of the time<sup>3</sup>



**Only 2.8% of marketers** believe their demand gen campaigns are effective<sup>4</sup>

## 5 must-fill roles on your demand gen team

Even with the advances in marketing automation, demand generation programs don't quite run themselves. Instead, they require a team of demand gen A-players to ensure they drive the growth your organization needs. According to Sara Varni Bright, SVP of Marketing, Sales Cloud, Salesforce, who spoke at the recent Norwest Venture Partners Demand Generation Summit, a high-performance demand generation team must include these five roles<sup>5</sup>:



### The **POET**

Every effective demand gen program starts with a strong writer. He gets to know your audience inside and out, enabling him to craft content that sings.

### The **TASK MASTER**

This project management pro ensures the demand gen program stays on track and that deadlines are met. She's also the key player for prioritizing and scoping out realistic timeframes.



### The **HUSTLER**

This PR pro knows how to network, can get your execs on industry panels and understands what content will work. He's also available to maximize your content distribution and promotion.



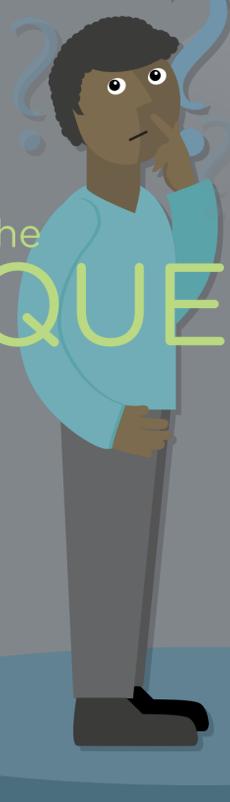
### The **SALES PERSON**

Sales enablement is key to effective demand gen. How better to bridge that sales and marketing divide than by including a sales professional who understands how to enable the sales team and the ways to best address prospect pain points?



### The **QUESTIONER**

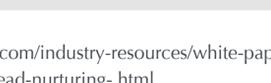
This marketing team provocateur is someone who doesn't go with the flow, keeps a close eye on the analytics and continually asks, "Why are we doing this? Does it make sense?"



## Putting your demand gen team into action

Now that you've got your all-star team in place, check out the strategic insights shared by leading sales and marketing professionals at the recent Norwest Venture Partners Demand Generation Summit. [Download our free white paper](#) to kick-start your Demand Gen program.

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<sup>1</sup> <http://www.demandgenreport.com/industry-resources/white-papers/204-calculating-the-real-roi-from-lead-nurturing-.html>

<sup>2</sup> [https://www.gartner.com/imagesrv/summits/docs/na/customer-360/C360\\_2011\\_brochure\\_FINAL.pdf](https://www.gartner.com/imagesrv/summits/docs/na/customer-360/C360_2011_brochure_FINAL.pdf)

<sup>3</sup> <http://www.dailyinfographic.com/study-the-key-to-a-successful-demand-generation-campaign>

<sup>4</sup> <http://www.dailyinfographic.com/study-the-key-to-a-successful-demand-generation-campaign>

<sup>5</sup> Note that an individual may serve in more than one role depending upon the size of your team.