

# How Odoo Uses Lead Management to boost its Marketing and Sales process

Business Track

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Introduction



Define your Sales and Marketing Funnel



How we set our Goals



Optimize the Sales and Marketing process

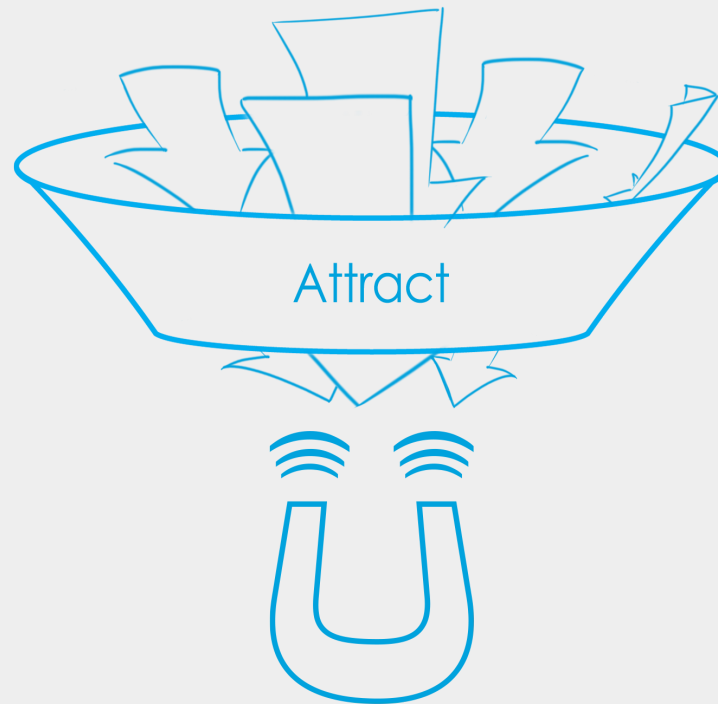


Conclusion



# Introduction

What's your  
**Marketing contribution**  
to your sales pipeline?



Stop focusing on **soft success metrics**  
**Be result-oriented**

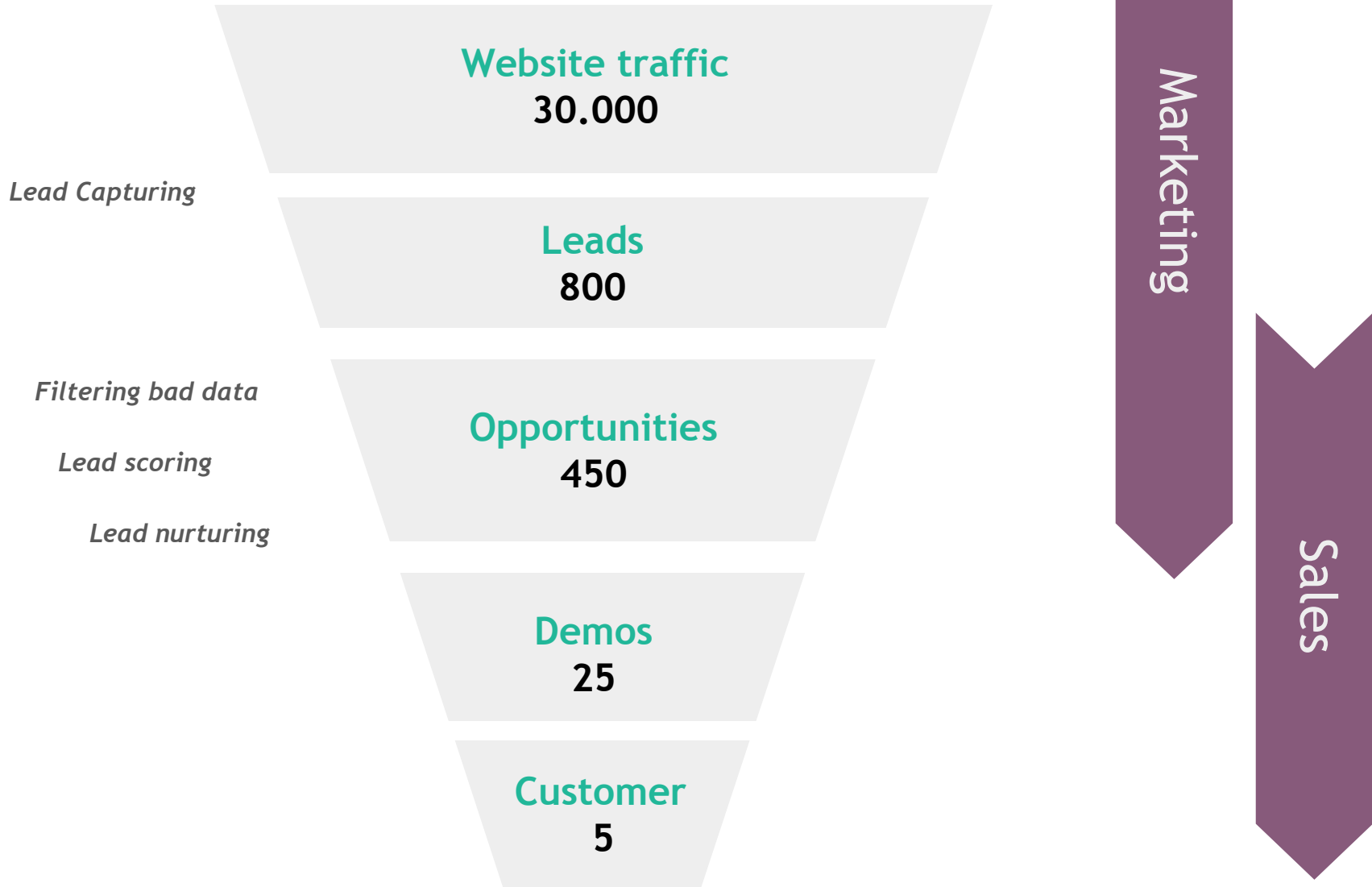


Targeted and high-quality leads  
are the lifeblood of our marketing  
and sales process



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## Odoo's Sales and Marketing Funnel





How we set our goals



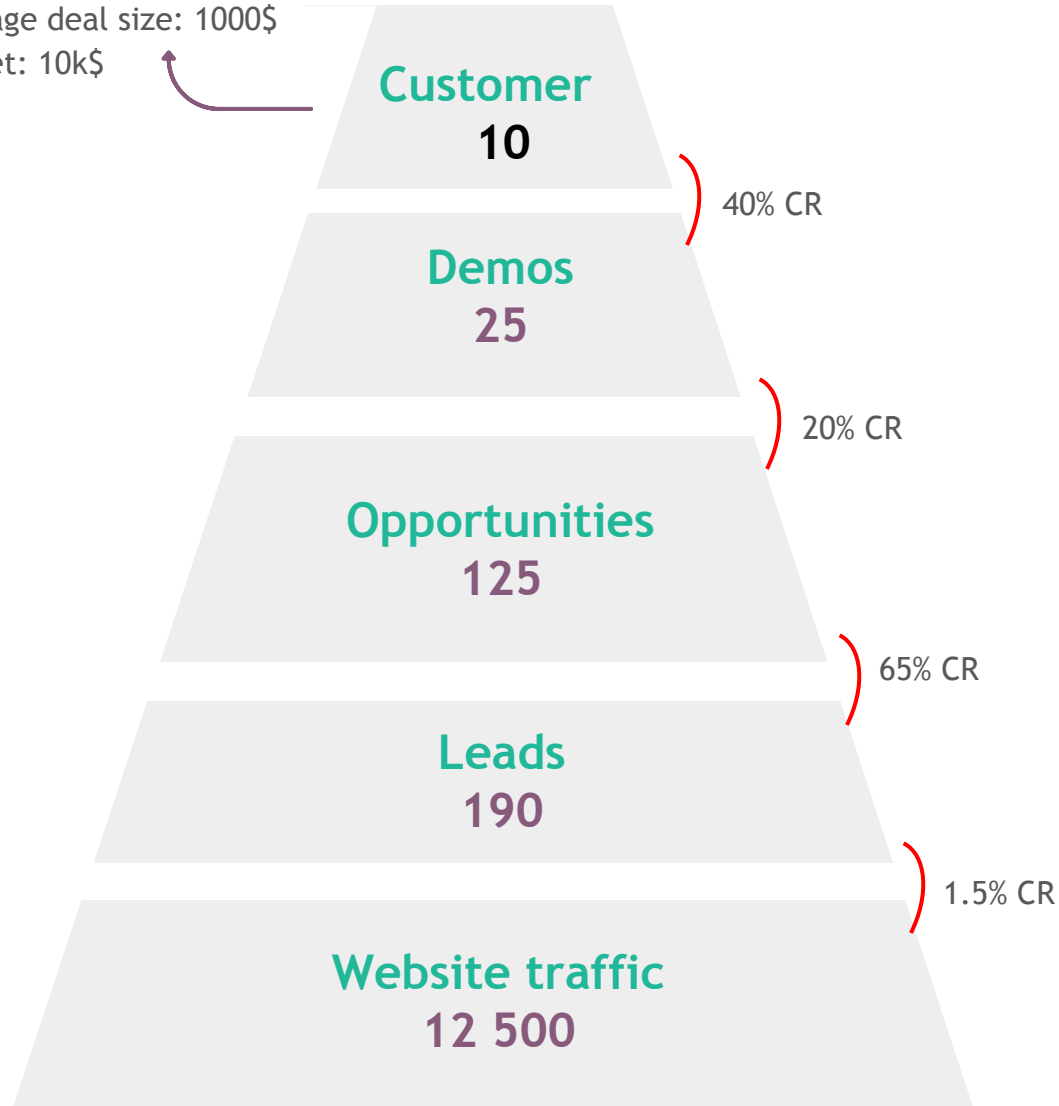
# How much is enough?

Dig into your CRM and find out:

1. Visit-to-lead CR
2. Lead-to-opp CR
3. Opp-to-won CR
4. Average deal size
5. Volume of leads per sales rep.
6. Average sales cycle

# Apply the reverse Funnel Method

Average deal size: 1000\$  
Target: 10k\$



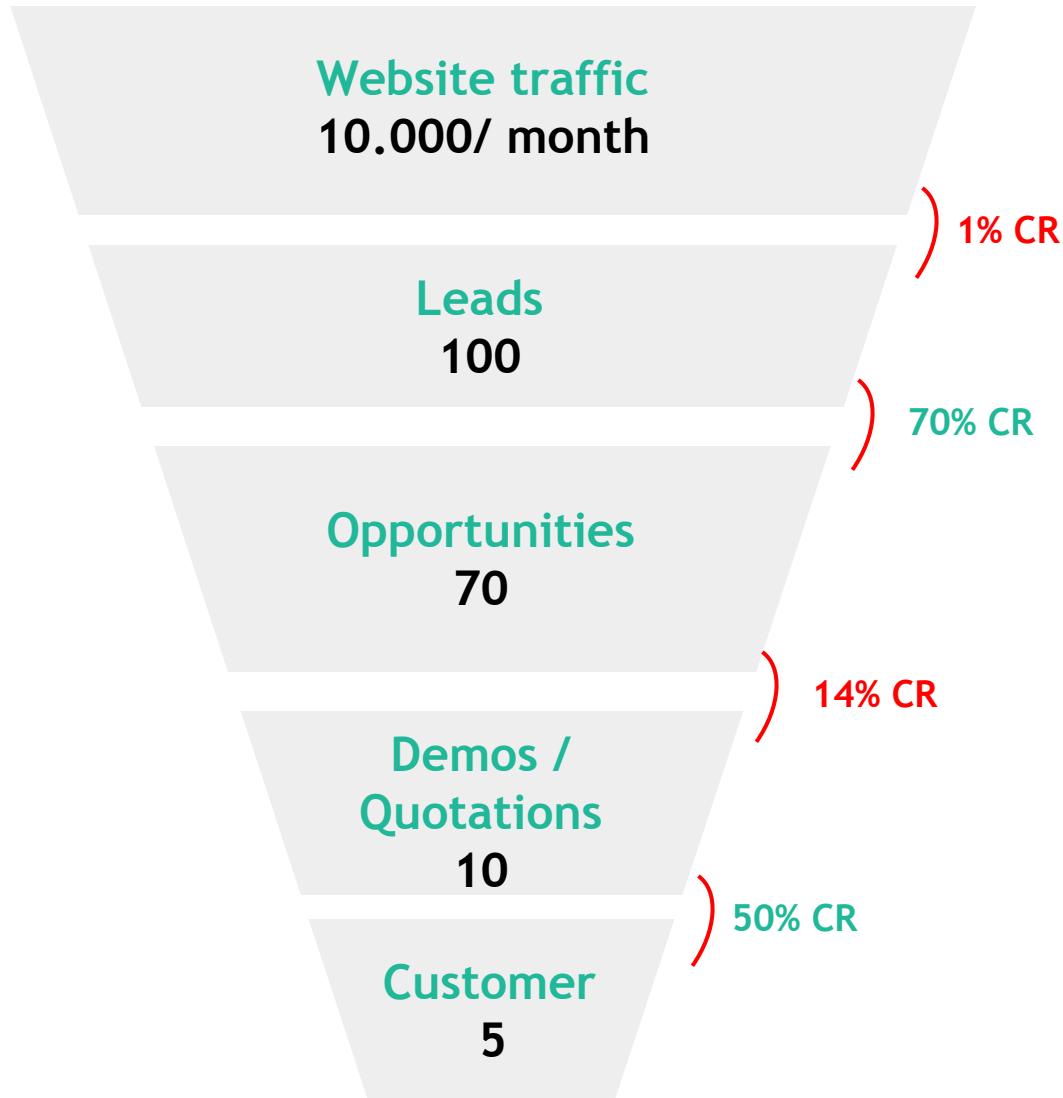


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Optimize the Sales and  
Marketing Process

# Identify your blocking points

Go back to your conversion numbers



# How to improve marketing?

Go back to your conversion numbers

If you need more

Work on

Website traffic



Acquisition (SEO, PPC, outbound, content,...)

Leads



Website optimisation (better landing pages and CTA, clear navigation, offer,...)

Qualified opps



Conversion (lead scoring and marketing automation)

Closed demos



Sales efficiency (training, sales tools, negotiation skills,...)



# Conclusions

# Key steps in successful Lead Management

1. Align Marketing and Sales around the same objectives
2. Score and nurture your leads
3. Track the effectiveness of each stage of the Funnel
4. Always ask for feedback (closed loop reporting)



The line between sales and marketing are slowly blurring. That means marketing should learn from sales and vice versa.



# Thank you.



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Send your questions to [gbr@odoo.com](mailto:gbr@odoo.com)