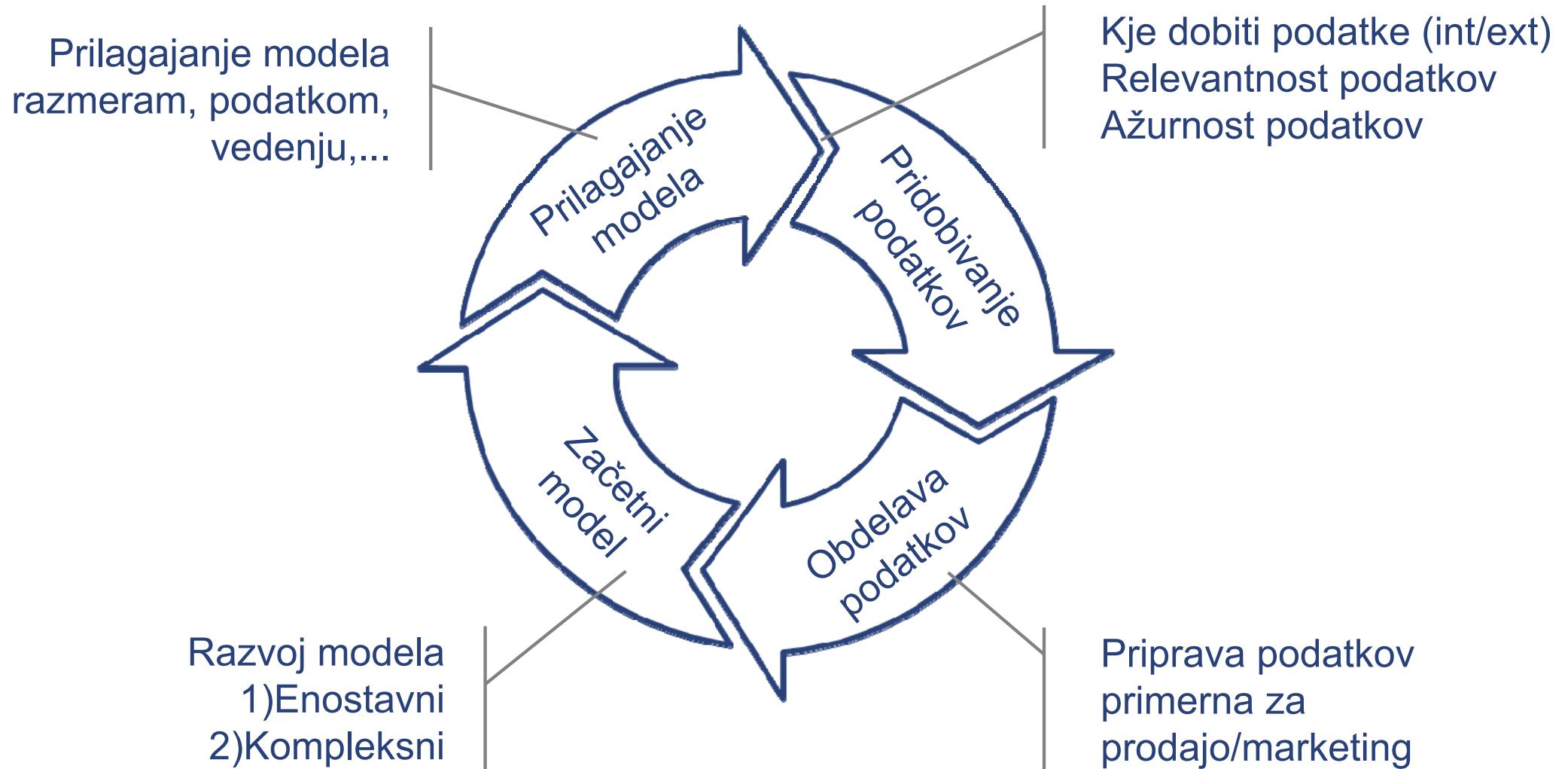


Prikaz korakov, postopkov, procesov



Različni tipi podatkov

Demographic
Job Function = IT Manager or Director
Job Function = sales or account manager
In the US or Canada
More than 100 employees
Healthcare or pharmaceutical company



Kdo sem

Activity
Clicks link in email
Completes form
Visits product benefits page
Visits any company web or blog page

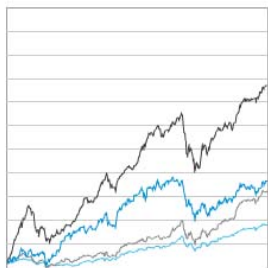


Moj „nakupni proces“

1 Znanje

Predstavljajte si sebe v primerjavi z ostalimi vlagatelji na trgu vrednostnih papirjev. Ste tu borznih parketov?

KLIKNITE NA OKVIRČEK, ZA KATEREGA MENITE, DA



Imam izkušnje z vlaganjem.

**Končno.
Naložba,
ki mi ustreza.**

Triglav Dinamični

vzajemni skladi **triglav**

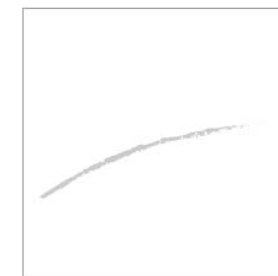
Vse kaže, da imate dinamična naložbena pričakovanja.

Zanima vas rast sredstev, imate čas za varčevanje in tudi vaši načrti gredo v smeri dolgoročnega varčevanja. V tem smislu vam predlagamo, da se seznanite z možnostmi, ki vam jih ponuja profil Triglav Dinamični. Z naložbo v profil Triglav Dinamični vlagatelj pridobi skrbno sestavljeno naložbeno paleto, v kateri se po vnaprej določenih razmerjih dopolnjujejo pričakovana gibanja vrednosti in ocene tveganosti vzajemnih skladov Triglav Hitro rastoča podjetja, Triglav Top sektorji in Triglav Azija.

Razmerja med posameznimi skladi, kot jih predvideva profil Triglav Dinamični, skupaj tvorijo naložbo, katere značilnosti so primerne za vlagatelja, ki bi rad v izbranih naložbah dosegel višje donose.

zujete gibanje vrednosti anj prizadelo: oster padec norda dejstvo, da se istveno?

HEJE OPISUJE VAŠA NALOŽBENA PRIČAKOVANJA.



Prav je, da moje premoženje počasni, a vztrajno raste.

PREGLED OSNOVNIH DEJAVNIKOV | PREGLED MOJIH ODLOČITEV | KAKO SE ODLOČAJO DRUGI

Ne skrbijo me trenutni padci.

◀ NAZAJ


Konfiguratorji

Konfigurator Audi. - Google Chrome


cc.porscheinformatik.com/nwapp/nws_si/ICC3/AUDI!s!!!!A!!!/?&MGN=375&AUV=2.0%20TFSI

Pravila in pogoji

Audi Konfigurator. Vaše vozilo A4 Limuzina.

Vorsprung durch Technik 

► Nova konfiguracija
► Shranjena vozila
► Natisni stran



Naslednji modeli ustrezajo Vašim izbranim kriterijem.

2.0 TFSI ▾ ▶ Primerjajte opremo

Vsi modeli	Gorivo	Moč	Menjalnik	Vrata	Cena v EUR
2.0 TFSI					
<input type="radio"/> A4 Limuzina 2.0 TFSI	bencin	2.0l / 132kW / 180KM	6-stopenjski	4	31.740,-
<input type="radio"/> A4 Limuzina 2.0 TFSI Business	bencin	2.0l / 132kW / 180KM	6-stopenjski	4	34.671,52
<input type="radio"/> A4 Limuzina 2.0 TFSI	bencin	2.0l / 132kW / 180KM	multitronic	4	34.680,-
<input type="radio"/> A4 Limuzina 2.0 TFSI Business	bencin	2.0l / 132kW / 180KM	multitronic	4	37.692,13
<input type="radio"/> A4 Limuzina 2.0 TFSI quattro	bencin	2.0l / 155kW / 211KM	6-stopenjski	4	39.760,08

Bencin Dizel

Cenovni razpon
 EUR 27000.- EUR 65000.-

Moč KM kW
 120 KM 340 KM

Povprečna poraba l/100 km
 4.0 l 10.0 l

Avtomatski Ročni

Sprednji pogon
 Štirikolesni pogon

◀ Nazaj Naprej ▶

Primeri podatkov uporabni za ocene (kdo so)

50+ Explicit Scores to Consider

Potential individual-specific demographic scoring rules

- Title
- Role
- Purchasing authority
- Number of direct reports
- Level of manager (to whom do they report?)
- Years of experience
- Specialties
- Type of email used (Gmail, corporate, Yahoo)
- Years at current position
- Designations/Certifications
- Honors and awards received
- Social network participation
- Social network connections
- Social network influence
- Public recommendations
- Affiliations - groups and associations
- Career interests
- Personal interests
- Degrees received
- _____
- _____
- _____
- _____
- _____

Potential company-specific demographic scoring rules

- Rankings/Stock Indexes: Fortune 500/Inc 500, etc
- Number of employees
- Company revenue
- Revenue growth (growing, declining, etc)
- Company financial viability
- Number of divisions
- Number of products sold (sku's)
- Location
 - City
 - State
 - Zip
 - Country
 - Phone area code
 - Headquarters or satellite
 - Location of branches
 - Size of branches
- Website traffic
- Website plug-ins
- Year founded
- Organizational structure (proprietorship, partnership, corporation)
- Geographic markets served
- Competitors
- Partners
- Fiscal year end
- Industry
- _____
- _____
- _____
- _____

Relationship scoring rules

- Account type (Potential vs. Actual)
 - Customer
 - Partner
 - Competitor
 - Prospect
 - Investor
- Previous relationship
 - Ex-customer
 - Lost opportunity
- Product(s) purchased
- Complimentary technologies used (CRM, ESP, ERP, CMS, MRM, MA)
- Recycled count
- Lead source
 - Website
 - Sponsorship
 - PPC
 - Content syndication
 - Online ad
- Budget defined (Monthly, Quarterly, Annually)
- Timeframe (Project completion deadline)
- _____
- _____
- _____
- _____
- _____

Did everyone in sales and marketing mark the same attributes? Discuss any that don't match and then compare to your reporting and buyer personas you have created. Do the demographics match your personas and the data in your reports? If not, discuss these with the group.

Različni podatki uporabni za ocene (vedenje)

200+ Behavior Based Scores to Consider (Implicit data)

- Online demo
 - Open
 - Opened demos for multiple products
 - Watched
 - Watched multiple times
 - Watched different demos
- Live demo
 - Scheduled discovery call
 - Participated in discovery call
 - Scheduled initial demo
 - Participated in initial demo
 - Scheduled follow-up demo
 - Participated in follow-up demo
- Free trial
 - Downloaded
 - Participated
- Free software
 - Downloaded
 - Utilized post download
 - Purchased or downloaded additional licenses
 - Multiple licenses being used at one time
- Application directory (Google Marketplace/Appexchange)
 - Integrated
 - Utilized post integration
- Phone call
 - Answered
 - Call lasted more than 2+ minutes
 - Call lasted more than 5+ minutes
 - Call lasted more than 15+ minutes
 - Called in (inbound call)
- Widget
 - Interacted with
 - Downloaded
 - Hosted a free version on their website
- Articles
 - Viewed
 - Viewed multiple times
 - Clicked link inside
 - Downloaded
- Presentations
 - Viewed
 - Viewed multiple times
 - Clicked link inside
 - Downloaded
- Blog posts
 - Viewed
 - Viewed multiple times
 - Commented
 - Clicked link inside
 - Rated
 - Shared via social sharing button
- Press releases
 - Viewed
 - Viewed multiple times
 - Clicked link inside
 - Download asset promoted inside
- Books/eBooks
 - Viewed
 - Viewed multiple times
 - Downloaded
 - Clicked link inside
- Product data sheets
 - Viewed
 - Viewed multiple times
 - Downloaded
 - Clicked link Inside
- Brochures
 - Viewed
 - Viewed multiple times
 - Downloaded
 - Clicked link Inside
- Manuals
 - Viewed
 - Viewed multiple times
 - Downloaded
 - Clicked link inside
- Reference guides
 - Viewed
 - Viewed multiple times
 - Downloaded
 - Clicked link inside
- Workbooks
 - Viewed
 - Viewed multiple times
 - Downloaded
 - Clicked link inside
- Case studies
 - Viewed
 - Viewed multiple times
 - Downloaded
 - Clicked link inside
 - Reached out and did a reference with
- Emails
 - Opened
 - Opened multiple times
 - Clicked in
 - Clicked in multiple times
- RSS/XML feeds
 - Viewed
 - Subscribed
 - Subscribed to multiple
- Images
 - Viewed
 - Viewed multiple times
 - Downloaded
- Videos
 - Viewed
 - Viewed multiple times
 - Downloaded
 - Clicked link inside
- Recorded webinars/webcasts
 - Registered
 - Viewed
 - Viewed multiple times
 - Downloaded
 - Clicked link inside
- Live webinars/webcasts
 - Registered for
 - Viewed
 - Commented during
 - Asked question during
 - Reviewed follow-up recording
 - Rated event

Ocenjevanje

Demographic	Score
Job Function = IT Manager or Director	+5
Job Function = sales or account manager	-2
In the US or Canada	+4
More than 100 employees	+3
Healthcare or pharmaceutical company	+3



Kdo sem

Activity	Score
Clicks link in email	+3
Completes form	+5
Visits product benefits page	+3
Visits any company web or blog page	+1



Moj „nakupni proces“

Primjer enostavnega ocenjevanja

Identifying Sales-ready Leads

Most concur it's important for sales and marketing to agree on which leads should be passed from marketing to sales and which should stay in the nurturing queue. To make sure the two teams are in agreement it often helps to create a chart, like the one below. In the example you can see how we use demographic and behavior scores to decide which leads will be sent to sales.

Which leads should go to sales?

		Behavior Score				
		50+	24-50	0-25	0	
		1	2	3	4	
Demographic Score	50+	A				
	24-50	B				
	0-25	C				
	0	D				

RFM primer enostavnega ocenjevanja/segmentiranja

CustomerID	Recency (Day)	Frequency (Number)	Monetary (TL)
1	3	6	540
2	6	10	940
3	45	1	30
4	21	2	64
5	14	4	169
6	32	2	55
7	5	3	130
8	50	1	950
9	33	15	2430
10	10	5	190
11	5	8	
12	1	9	
13	24	3	
14	17	2	
15	4	1	



CID	Rec.	R	CID	Freq.	F	CID	Mon.	M	CID	RFM
12	1	5	9	15	5	9	2430	5	1	544
1	3	5	2	10	5	12	1410	5	2	454
15	4	5	12	9	5	8	950	5	3	111
7	5	4	11	8	4	2	940	4	4	222
11	5	4	1	6	4	11	840	4	5	333
2	6	4	10	5	4	1	540	4	6	222
10	10	3	5	4	3	10	190	3	7	433
5	14	3	7	3	3	5	169	3	8	115
14	17	3	13	3	3	7	130	3	9	155
4	21	2	14	2	2	4	64	2	10	343
13	24	2	4	2	2	6	55	2	11	444
6	32	2	6	2	2	13	54	2	12	555
9	33	1	15	1	1	14	44	1	13	232
3	45	1	3	1	1	15	32	1	14	321
8	50	1	8	1	1	3	30	1	15	511

Razvoj potencialne stranke od prospekta do zapiranja posla

ACTIVE (0%)	GOAL SHARED (0%)	CHAMPION (10%)	EVALUATE (20%)	PREDECISION (50%)	VERBAL (80%)	CLOSED
			x			
			x			
			x	x		
				x		



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