



Are You Ready to Go Over the New Waterfall?

Let Televerde Guide You Through the New SiriusDecisions Demand Unit Framework

If your demand creation strategy was a barrel, what would it take to get it ready to go over the SiriusDecisions newly revised 2017 Demand Unit Waterfall™?

The answer, of course, is subjective to how closely you were aligned to the re-architected 2012 Demand Waterfall™. From Televerde's perspective, the good news is that if you're already familiar with complex, high-dollar transactions involving multiple stakeholders, then you're already being carried by the current of a Demand Unit Waterfall.

This guide will help you gain perspective on the new Demand Unit Waterfall, identify if you're ready for it and show you how Televerde is already equipped to help you implement it.

The Big Drop

Welcome, "unit." Tell us about yourself.

In a recent webcast, SiriusDecisions defined the "unit" addition to Demand Unit Waterfall as, "A buying group organized to acquire a solution for a business need." The key here, as we see it, is buying group. Who's in it? What are their roles? How do you find them? How do you connect with them?



From a demand strategy standpoint, this new waterfall forces a marketing paradigm shift, from lead-centric to account-centric. In other words, it's not enough to identify a prospect's decision maker. There are multiple decision makers and influencers too. And as you develop a demand strategy to connect with the unit, integration with sales becomes even more integral.



For example, if marketing engages members of a buying group and discovers a new member, then sales must be notified. The same communication has to happen downstream: if sales hears of a new decision maker or influencer, then marketing must plan for buying group expansion as part of its demand strategy.

Consider a typical healthcare provider account. The buying group for that account could include physicians and nurses, supervisors, a procurement department and a separate buying committee representing multiple departments. The new Demand Unit Waterfall is designed to manage demand creation for these types of complex accounts.

The challenge is trying to track a demand unit in a CRM and marketing automation platform as it drifts toward the waterfall. Fortunately, Televerde can help you implement that functionality.

Can You See These 4 Signs* from Your Barrel?

Usage of Predictive Analytics and/or Intent Monitoring.
What's new? More targets to monitor for signs that interest in your product is spiking.

Shifting Away From Inquiry Count and Conversion.
What's new? No more fractured marketing to individual prospects who are likely members of a single buying group.

Deploying Account-Based Marketing (ABM) or Focusing on Target Accounts.
What's new? You've established your total available market (TAM) and the target accounts within, now you have to root out the buying groups or demand units.

Pipeline-Centric Demand Creation
What's new? Target multiple buying roles involved in a complex sale instead of individual decision-makers.

*Source: "When to Implement the Demand Unit Waterfall™," SiriusDecisions Research Brief

Hop in the Barrel with Us

Target Demand	On average, 30 percent of business contact data goes bad every year. Trust Televerde to ensure you have the cleanest, most up-to-date data possible so you can accurately identify potential demand units.
Active Demand	How many demand units are in the market for your solution? We provide research, planning and strategic thinking to help you align sales and marketing teams on which demand units to target.
Engaged Demand	We'll develop and execute the demand generation campaign strategies to connect to individual members of your targeted demand units.
Prioritized Demand	Our teleservices reps drive pipeline and revenue while outperforming the industry for tenure, engagement and training quality.
Qualified Demand	Based on benchmarks and indicators established in the Active Demand stage, we'll know when buying group members of a demand unit are ready to move forward.
Pipeline	Time to assign a close date, dollar value and hand it off to your expert sales team to start the closing process. If you need sales development reps to manage this for you, Televerde has a team ready for the task.
Closed	You're still not going over the falls on your own. We'll be there with continued nurturing to facilitate the close and onboarding experience!



Learn more about creating demand and guiding a demand unit through the buying process at [Televerde.com](https://www.televerde.com), or call us at **888-787-2829**.

