



The IT Channel Sales and Marketing Guide to GDPR

and its importance in YOUR role

General Data Protection Regulation (GDPR)

A regulation created to ensure EU citizens personal data is better protected by companies

THE DEADLINE

MAY 2018

The deadline for companies to be compliant with the new set of requirements

Is My Company Affected?

If you handle personal data of an EU citizen then you must be compliant. Brexit won't change this. It covers all business contact data – customers, prospects, staff, suppliers

Does It Affect Sales and Marketing?

Absolutely.

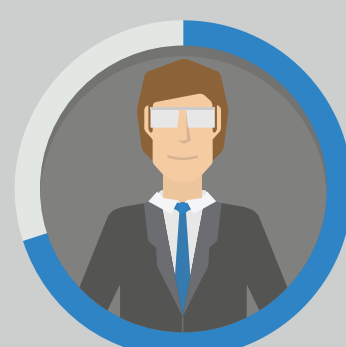
Telesales and cold calling isn't affected by consent rules, but you're responsible for keeping data you hold secure and private

Marketing – it changes the way B2B data is treated – collected, handled, processed

What's The Biggest Change?

Consent and Privacy. You'll have to offer explicit consent, keep evidence of consent and give the right to be forgotten. Both functions will need to work closer together to ensure compliance is ongoing.

70% of marketers said their biggest concern were changes to consent



What's That Mean In Practice?

- ✓ Individual has to confirm agreement for their details to be kept for sales and marketing purposes
- ✓ Companies must keep an audit trail of consent – who, when, how and what
- ✓ Delete personal records if requested.

No more individual silos of stored information without consent or privacy processes

What Are The Implications?

You'll need to change consent mechanisms and processes including data collection and back end systems like marketing automation, CRM and Salesforce.

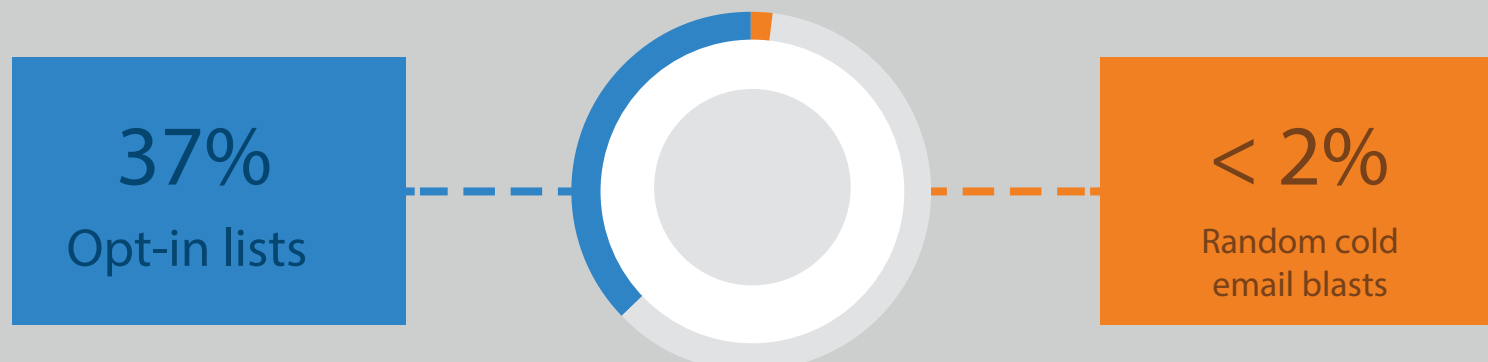
What are the Penalties?

Fines. Big ones. The sort people get fired for.

What Do You Recommend?

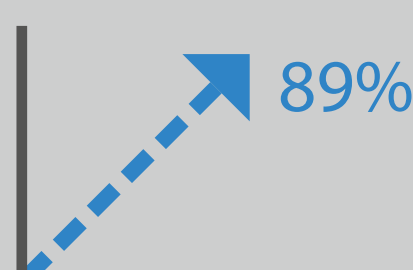
- ✓ Review existing databases to see if consent mechanisms are compliant
- ✓ Start building opt in database as soon as possible
- ✓ Provide value add marketing – great content in return for consent
- ✓ If you purchase data, make sure it is compliant
- ✓ Ensure any outsourced services or support are fully integrated
- ✓ Find out if your company is undertaking a GDPR Compliance Risk Assessment and what you need to do to satisfy

B2B industry standard click-through rates for emails



Sales and Marketing Opportunity through Legislation

- ✓ Get cleaner records - less unsubscribes and bounce backs
- ✓ Have fewer, but higher quality leads - opt-ins more responsive to telesales approach
- ✓ Savvy marketing teams will take the opportunity to join up with Telesales to use their "out side" advantage to help drive consent in the first place



89% of companies that align their sales and marketing lead nurturing efforts report measurable increases in the number of sales opportunities generated

IT Channel Sales and Marketing in partnership:

A co-ordinated Lead Nurturing Strategy creates better business with higher ROI