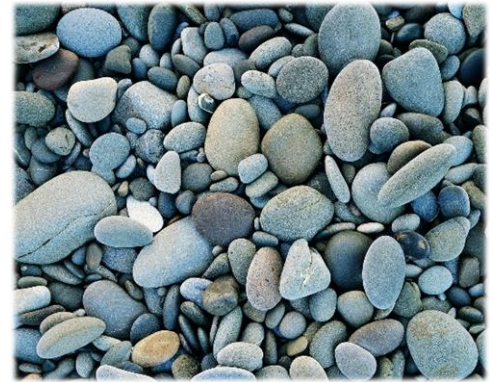


## Lead Generation and Lead Management

### The Goal:

The Sales Management Group works with your marketing and sales teams to equip them with the processes and skills they need to capture leads, qualify them and pursue the most promising leads. Sales teams must be confident that the leads they receive from marketing are as good as, or better than, those they generate themselves. Qualified leads sent to your field sales team must generate higher close rates than your sales team's historical track record.



### The Challenge:

Your marketing team creates campaigns and programs that generate leads for your sales team. You incur considerable expense to identify and qualify prospects. Marketing uses advertising, web sites, email campaigns, trade shows, and social media to create "buzz" and attract prospects to your company. You may even employ an inside sales team or customer service team to qualify your leads.

However, field sales representatives often ignore leads generated by marketing claiming: "These leads are not qualified," "They never pan out," or "They're too old." Often, they make excuses before making any calls or initiating contact. The value of these leads quickly evaporates, creating a self-fulfilling prophecy. There's got to be a better way!

### Our Recommendation:

The Sales Management Group develops lead generation and lead management processes that will allow your reps to more successfully qualify leads and follow up, resulting in more closed business. Our processes are based on a systematic review of your sales organization's approach to these areas:

- Lead Generation
  - Review current processes
  - Identify sources of leads – advertising, web forms, email, social media, trade shows, word of mouth, referrals, etc.
  - Evaluate sources of leads – number of leads generated, cost to generate leads, qualification of leads, revenue associated with leads, diversity or concentration of leads, leads by product or service
- Lead Management
  - Track leads
  - Nurture leads
    - Implement systematic follow up and development
  - Qualify leads
    - Define qualification criteria
    - Identify likelihood of closing
    - Apply criteria to opportunities
  - Transfer leads to field sales
  - Follow up on leads with field sales
  - Track and record lead status
- Lead Metrics
  - # received
  - # or percent passed to field sales
  - # or percent qualified
  - Status – Won/Lost/Pending/No Opportunity