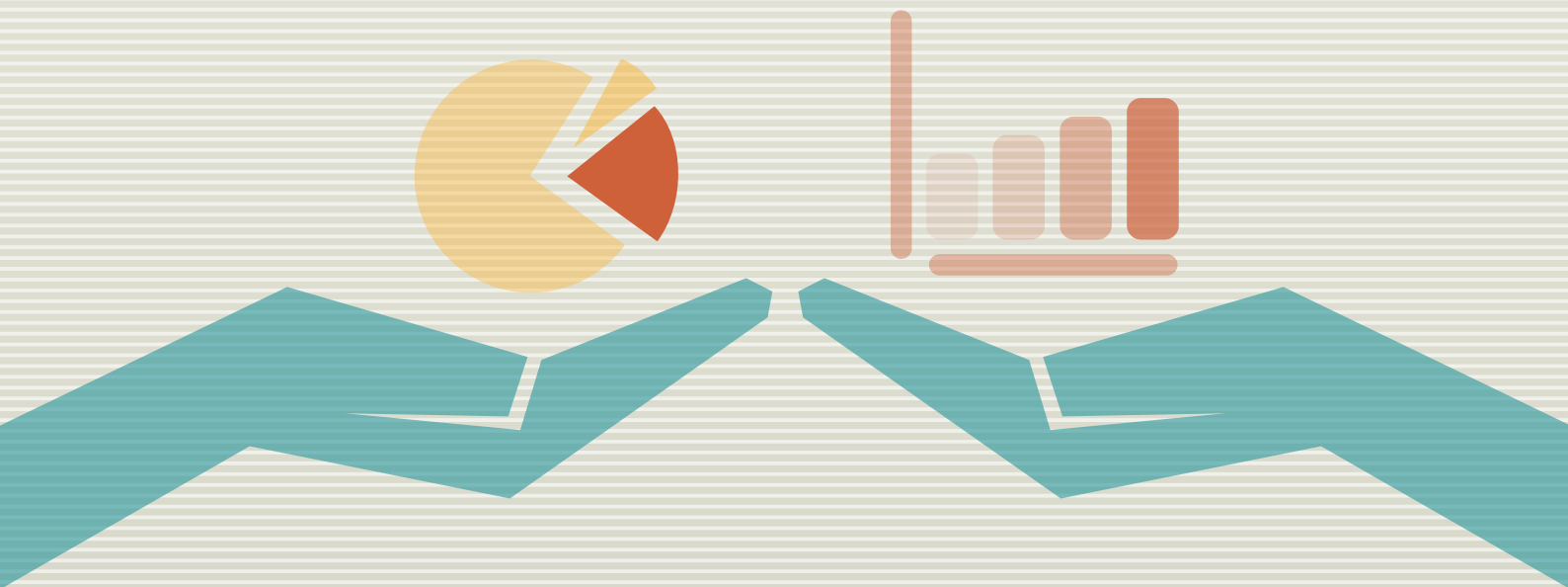




Lead Generation

10 steps to building a strong business pipeline



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Lead generation is a marketer's most important objective. It is also a difficult – and time consuming – task. Here are a few tips to help build a robust pipeline of new business.

- 1** Lead generation should be a continual activity even if it is only the qualification of one new prospect every day – every little helps, and the more qualified a lead is the more likely you are to communicate with them in the correct tone and at the correct time.
- 2** Ensure you know your customer and have the correct data in place to reach them. Data is king and worth the investment. This is your direct link to your customers' heart, and if you communicate with them in the right way and feed them the information they want to hear, they will be far more likely to pay you attention.
- 3** Most businesses entice leads through a variety of channels, and these different channels require different tools. But whether it is a website, email, a social media campaign or a giveaway, the key is to ensure it's measurable and traceable. That way you can track return on investment and ensure your budgets are allocated accordingly.
- 4** Stay focused – stick to those businesses that have a high chance of being able to buy your product or service offering. Forget the scattergun approach – focus on quality over quantity so you don't exhaust your sales force on leads that won't go anywhere.
- 5** Have a sharp grading structure for prospects moving through the pipeline, such as streaming your activity into short-term, mid-term and long-term. By doing this you create a rolling pipeline rather than a stop-start pipeline, allowing you to focus on a prospect at the right time.
- 6** Have a set of criteria for what qualifies as a prospect and what must happen to move that prospect from one level to the next. This includes educating your potential customers and providing them with relevant information that moves them further down the sales funnel. It also includes pre-empting your target's next move by enrolling them in lead-nurturing 'work flows'.

- 7 If you have a commission scheme consider structuring it to reflect the skills and effort required to secure new business as well as to hold on to and manage existing accounts.
- 8 Use the sales lead generation exercise to gather market intelligence. What are your competitors doing and for how much? Feed this information in centrally and use it to outsmart the competition on a daily basis.
- 9 Look for prospects in your target markets that have experienced 'trigger' events, such as a change of personnel, internal restructuring or a merger. Don't be afraid to start the relationships with the potentially big purchasers.
- 10 Keep the prospecting list topped up – you should have a minimum of 100 at any one time. These should be organisations you would like to work with, not just a random list extracted from an old directory you stumbled upon. Don't be afraid to discount a prospect if you don't think it will go anywhere.

Want to bolster your sales pipeline?

Surprisingly, only 10% of marketers feel their lead generation campaigns are effective. We specialise in marketing that helps companies make more money.

For example, an £800 campaign we implemented for a professional services firm generated £40,000 of business. As the managing director said, 'All the enquiries generated by the campaign were of a high quality and needed very little validating or rationalising. In fact, the campaign was so successful that we suspended it three weeks early because we had no space in our diaries for further appointments.'

For further advice book a **FREE** 30-minute meeting.

You can book via our **website** or contact **Paul Houston**, Cognition's Commercial Manager, on **0800 781 0247** or by email at **paul.h@cognitionagency.co.uk**.

If you're not impressed, we will even pay for your time!

More testimonials. 

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