

# FILLING YOUR FUNNEL

One of the most important parts of a sales cycle is **filling the top of the funnel** with **high quality leads** for a sales team to work and close. This critical task of prospecting can be accomplished through a variety of inbound and outbound strategies.

DreamCSX specializes in providing clients with the same time-tested and data backed outbound prospecting service it utilizes for its own internal sales team. We leverage a multi-channel process of data tracking and A/B variable testing to identify and utilize the tactics that best convert cold prospects into qualified leads for your team's sales funnel. No magic involved... just a solid work ethic anchored by solid data management.

## Internal Review: *Assessing your current funnel of prospects*

What is your budget specifically for prospecting?

What channels are you presently employing to fill your funnel (e-mail, online advertising, cold calling, etc.)?

How are you tracking data generated from sales outreach efforts on a daily basis?

How are you incentivizing internal and customer-driven referral business?

How do you decide on a specific sales channel for outreach?

Are you using a consistent call-to-action across all channels for brand cohesion?

Are you utilizing A/B testing in your outreach methods to maximize message potency?

How regularly do you analyze your sales data to compare it to outreach efforts?

Do you purchase lists of prospects, or generate them organically? How do you determine the highest quality leads to pursue?

How are you measuring your sales team productivity?

## **HALF OFF** SETUP FEE (a \$250 Value)

Waive half off the standard setup fee for DreamCSX's outbound prospecting programs **today!** Be sure you've read the guide above, and then click the link below:

START DREAMING



# FIVE ACTIONABLE STEPS TO START TODAY

At DreamCSX, we can appreciate that a good lead today will feel better than the promise of two tomorrow. Filling your sales pipeline with quality leads is a considerable undertaking. But that shouldn't prevent you from making changes now, to improve the quality of your prospecting program. With that in mind, here are five easy steps to take that will help you prospect better today!

1



*Make sure the LinkedIn profiles are updated for all of your employees*

2



*Have your sales team make ten contacts every day on LinkedIn*

3



*Have your account managers ask for two referrals a day from existing clients*

4



*Have your billing team add inserts onto invoices highlighting your referral bonuses*

5



*Standardize your e-mail signatures, with a referral call-to-action*

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Be sure to click our link on page 1 to learn how you can receive half off your setup of a custom-built sales prospecting program with DreamCSX today!



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