

Always Work on Your Pipeline

Continual Generation of Leads Ensures New Business

The constant turnover of customers means that generating new leads are essential to continue growth in your business. There are many ways to do this based on the product and customer demographics involved. Remember that new leads provide critical data on potential customers to follow up with and make a sale.

Lead Generation Means Building Your Business

Lead generation is vital to the development of new and continued success of established businesses. Current customers can stop buying, or move on to a competitor. Therefore, you have to continually bring in new customers to increase your sales. To do this, you must have a constant lead flow.

Quantity of Leads Doesn't Always Mean Quality

The source to draw your leads from has to be one that not only gives you a solid number of leads but are also high quality and qualified. The worst kinds of lead sources are those that produce large numbers of leads but are all poor. Direct mail programs or an event specifically targeting a demographic will give you the most effective results for good leads.

Make Direct Response a Priority

To generate leads from your marketing campaigns, include a response mechanism in every communication that makes it easy for prospects to reply.

Make It Easy for Prospects to Respond

To improve response rates, prospective customers have to be able to easily respond. The most popular mechanism for print media advertisements are:

- Web Site Address
- E-Mail Address
- Toll-Free Number

Use Direct Mail to Target Prospects

Direct mail can be used at a number of stages in a lead generation program. For those contact lists that have not been qualified, make sure that you have a response mechanism to follow up effectively on the mailings that you send out.



Encourage Customers to Register on the Web Site

Web site registration provides high levels of information. When customers visit your web site, ask them to register their details. The registration form is completed online and submitted by e-mail. In return, you e-mail them regularly with details of products and services that are of interest to them. Incentives such as free products or services can encourage higher levels of registration.

Record Exhibition Visitors

If you have a booth at a trade show or exhibition for your business, visitor registration needs to be an integral part. Set up a process for capturing data on all stand visitors. Set up a database of exhibition contacts, and use it to plan and monitor a contact program after the exhibition.

Monitor the Business Press

Many business publications feature news about recent appointments or interviews with leading executives. This type of information can give you names of potentially valuable contacts. The appointments pages can also alert you to changes in personnel at one of your customers or prospect companies.

Using Telemarketing

Telemarketing can be used to generate new leads and qualify existing leads. The telemarketing team can call target companies and ask for the names of decision-makers for follow-up. The team can also call people who have made an initial inquiry, in order to qualify their interest and find out how good the prospects are.

Keep Updating Your Contact Lists

Many of the contact lists that you have developed from internal or external sources may not match your requirements exactly. To improve coverage, or to make them more precise, you must make a continuous effort to refine them.

