

FLOODING SALES PIPELINES with quality leads



OVERVIEW

Customer behavior has changed rapidly in recent times. There has been a paradigm shift in the way customers search and buy a product or hire a service. The internet has become the mecca of prospects where business houses meet and interact. At the center of this confluence, marketers have to pave the way for sales pipelines.

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Marketers are involved in a host of marketing activities to attract and nurture leads. This is, almost literally, spadework. Turning a prospect into a lead requires skills and technology.

This pocket white paper discusses in short how to keep the sales pipeline dynamic with probable revenue.

BEFORE STARTING TO FLOOD THE SALES PIPELINES WITH QUALITY LEADS, marketers need to get their nurturing tools right.

After goal setting, tool selection follows. Marketers need to get smart when it comes to selecting the tools that they are going to employ for running their email campaign. Whatever application, software or server they are going to use, they must ensure that their purpose is served through the use of tools and technology. It must facilitate the campaign operations without causing roadblocks and hindrance.

Once the marketers have decided on their tools that they are going to employ for their lead nurturing services - all they need to do is listen and listen intently what their customers are saying.

“ WE LISTENED TO WHAT OUR CUSTOMERS WANTED AND ACTED ON WHAT THEY SAID. GOOD THINGS HAPPEN WHEN YOU PAY ATTENTION” .

JOHN F SMITH,

Former CEO & PRESIDENT of General Motor



NURTURED LEADS HAVE
A 23% SHORTER SALES

market2lead

Automation keeps working for a marketer, even when he is not looking around. It is an easy, but effective way of pursuing leads and leading them to sales funnel faster.

However, even when there is efficient automation in progress, marketers interference is must from time to time. They must ensure that emails are reaching the inbox of prospects at the right intervals, without being pushy yet staying relevant. So it is imperative that marketers get their timings right.

Whenever there is an opportunity, marketers must be quick to respond.

78% of sales that start with a

web inquiry get won by the first company that responds.



BREVITY IS THE SOUL OF WIT

HAMLET,
WILLIAM SHAKESPEARE

Nothing beats the beauty and impact of short and to-the-point content. It directly appeals to the prospect and entices them to take quick purchasing decision.

Marketers must resist the temptation of providing additional and secondary content. Just deliver what exactly a prospect is looking for.



BE SURE YOU POSITIVELY IDENTIFY YOUR TARGET BEFORE YOU PULL THE TRIGGER.

Simple logic. Well directed and segmented emails will easily outperform the mass email communications. Mails should be crafted as per the latest action of the leads, thus graduating them to the next level in the buying process.

Summing Up

Lead Nurturing gives a goldmine of opportunities to keep the sales pipelines brimming with quality leads. Irrespective of where a lead comes from - email campaign or social media sites - tracking vital metrics will give a direct and clear picture of what is working and what is not.



About Leadsberry:

Leadsberry offers high-quality lead management solutions customized for large and small businesses. Leadsberry's world-class lead management tool has helped businesses generate sky-high ROI by completely automating their lead nurturing process. Their marketing automation tool is one-of-a-kind wherein clients are able to generate, follow-up, score, nurture, analyze and convert leads into deals. Since inception Leadsberry's innovative lead nurturing tool has helped its clients automate their lead generation and follow-up completely and bolster their sales double.



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