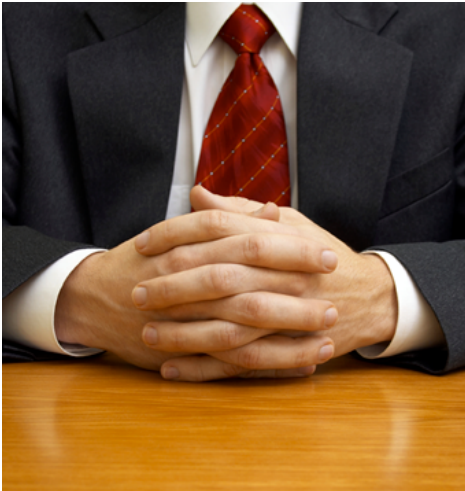




B2B CONSULTING • RESEARCH • LEAD GENERATION

The Challenge in B2B Marketing & Sales



Achieving success in today's competitive business-to-business (B2B) market takes more than just having a product to sell and a segment to target. To win, you need two things:

You need **qualified sales leads**. This means you need to get in the door with decision makers who have a need for your products, and who want to talk with you about how you can help.

And once you're in the door, you then need those leads to **convert into sales**. This means you need to those leads to close successfully, in a timely fashion, and for a profit.

For many industrial, commercial, financial, tech, and professional firms today, however, one or both of these keys have become barriers to success. Companies either can't get in the door, or they can't close the deals once they're in. So what's going on?

On the Marketing side, the reasons for failure are obvious. Clutter in the media crowds out your advertising, and decision makers don't go to trade shows. PR and content drain directly into the bit bucket. Lists are outdated, and contact information is inaccurate. Clicks, hits, views and visits can't be traced to actual human beings. Attendees go to networking events to sell, not buy. Inquiries and demos go nowhere. Gatekeepers block your phone calls, voice mails get deleted, and spam filters screen out your emails. You have to go through procurement to bid, but you can't get a name. They're already working with somebody. There isn't any budget. Delays are endless. And everyone is simply too busy to listen to your story.

On the Sales side, the reasons for failure are equally clear. The leads that Sales gets from Marketing are weak. Salespeople have to spend so much time managing current accounts that they don't have time to find new ones, and they hate cold calling anyway. CRMs waste more time than they save. Decision processes are opaque, at best, and competition has a better "in." The product has become commoditized. Decision criteria, budgets, and even decision makers change in mid-stream – and that's assuming someone can even make a decision, which itself is rare. And there are simply not enough days in the year to get it all done.

Making matters worse, vendors can't take responsibility for the conversion rate. Partners tap out their contacts. And the Call Center you hired for \$15/hour sends you junk, and ruins your reputation. But no one has time to sit back and actually figure out what's wrong. So time goes by, and you miss your numbers knowing that everyone will eventually vote with their feet.

But we can help.

Setting the Stage for Success



For most companies, the first step in solving the problem is to step back. You have to re-think your assumptions about what works, your assumptions about your markets, and even your assumptions about your own value proposition. This is because, as we've found in our 25+ years in the business, most B2B companies that aren't achieving their sales goals don't actually understand why people buy their products, no less what it takes to get their prospects' attention. So you have to start with the basics.

A Framework for More Effective Marketing and Sales

To help clients to create more effective marketing and sales programs, we've developed a process that can enable you to articulate your value proposition in a way that will be more meaningful and attention-getting to your prospects. We can then use that positioning to more precisely identify market opportunities. And we can then translate these elements into a successful

competitive strategy. Thus, just for starters:

- We can show you how to create more effective content, ads, proposals, scripts, sales aids and presentations
- We can train your marketing and salespeople to perform better
- We can show you how to unhook competition, and even increase your prices
- And we can help you develop a marketing communications strategy that's actually going to work

But this merely sets the stage for success, putting you in a position to develop an effective lead generation program, and close more sales.

But ask yourself: Does your current team or provider do this? If not, could that be contributing to why your strategy isn't working?

Solving the Problem

Once we've created your New Business Development framework, LeadGen.com can then deliver a turnkey or in-house program with ongoing research, promotion, lead generation and consulting that can generate qualified sales leads - filling your pipeline with lots of opportunities, and then helping you close them successfully, profitably and quickly. And we do this with four solutions:

Research

With LeadGen.com's **MindReader** system, we'll data-mine the Internet to identify prospects who have a current need for your company's products and services. We'll then harvest their contact information so you can minimize waste, and maximize contact rates.

Promotion

With LeadGen.com's **Direct Marketing** programs, we'll get your story in front of the people who really matter, and get them to respond so you can truly engage with them.

Lead Generation

Our **Lead Generation Specialists** have decades of experience. So we know how to get past gatekeepers and voice mail. We know how to have a compelling conversation with a decision maker. We know how to uncover needs. And we know how to close on an appointment that your salespeople will *love*!

Consulting & Training

And as the glue that holds everything together, LeadGen.com provides hands-on consulting and training for your Marketing and Sales people to insure that the process results in closed sales, and that it evolves as your markets change.

With LeadGen.com you no longer have to worry about your message not getting through. You no longer have to deal with unqualified sales leads, excuse-making or finger-pointing. And you no longer have to live with the "moving hockey stick." With LeadGen.com you get results, and a partner who's as committed to your success as you are.





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