

It's as Easy as 1-2-3

Everyone needs more sales. That's why they advertise, publish content, and join networking groups in the first place. And it's also what makes selling the Lead Generator so easy. In fact, it's as easy as 1-2-3!

1) Marketing and Sales

To sell the Lead Generator, you just have to tell people about it.

- a) Identify potential users, and groups of potential users.
 - Focus on members of local networking groups (Chambers of Commerce, BNI, Le Tip, etc.), as well as any online groups (Alignable, LinkedIn, Facebook groups, Meet-Up, etc.)
 - Google "[your-town] business networking groups"
 - Create and host your own "Lead Generator" networking group, and use our custom format for meetings.
- b) Introduce LeadGenerator.com to potential users through 30-second commercials. Also emails, presentations, content, conversations, cold calls, seminars, Webinars, trade shows and business cards.
- c) Be sure to give out your Promotion Code, and tell people to enter it when they register so you can get credit for the sale.
 - If you think one of your prospects registered without your promotion code, just ask Admin to change their Promotion Code to yours.
 - You may also be credited with unassigned users nearby.



1. Tell Your Network about LeadGenerator.com

2) On-Boarding

Help your users register and post their company's information. Helpful hint: Get other people (besides Sales) involved in the process, including the Office Manager, Purchasing Manager, Operations, CFO, HR, and Marketing!



2. Help Your Users Post their Company's Information

- a) Review their entries on your Partner dashboard. Identify gaps in their Company Description, P&S, Needs, Leads, Org Chart, and contact lists. Insure their entries are complete and up-to-date.
- b) Prepare and make the initial phone call. Be upbeat and welcoming, introduce yourself, explain that your goal is to help them achieve their objectives, which you should review with them and document in your CRM.
- c) Explain that, if they want to use LeadGenerator.com by themselves, they can. But if they want your help (because they can get more and better results) there may be a modest fee (depending on the pricing in effect at the time). Regardless, you can (and should) offer to help get them started for free.
- d) Confirm it's okay to work on it now, or set up a time to call back.
- e) Walk them through registration and posting their Company Description, Products & Services, Needs, Organization Chart, Leads (if any), and uploading their contact list. You can use their ID, or you can monitor their entries from your Partner dashboard. Note: It's a lot easier to do if you can screen share using a tool like JoinMe, or simply work face-to-face.

3) Search for Leads

Help your users search for leads.

- a) After they've posted their company's information, have them attempt a search for leads using Basic Search. In most cases, they'll see instant results.
 - i) Then show them how to contact the lead
- b) Show them how to refine their results using Advanced Search
- c) Conduct a search for them using MatchMaker.
- d) Show them how to make inferences.
- e) Be sure to have them upload and invite their contacts to subscribe, if they haven't already done so (or do it for them). Then search for leads among their contacts!
- f) Show them how to use the CRM, and how to manage flags
- g) Solicit other marketing work, and incorporate strategies to drive prospects to the user on the Lead Generator



3. Help Your Users Search for Leads

How to Turn Free Users into Paying “Support Accounts”

Once a user has input their basic company's information and seen the value of the Lead Generator (e.g. using a free trial), you'll want to ensure that they become a paying Support Account user, not just a free subscriber, so you can earn commissions. To do this, there are three simple “tricks-of-the-trade”:

❖ The “Better Buying” Strategy

Initially, most of your users will be salespeople who have only a minimal knowledge of their company's needs, to which they'll readily admit. Because they now understand the importance of posting and updating their company's needs however, you simply need to ask them for a referral to their company's Purchasing Manager, and register the Purchasing Manager as another user on the account.

- Call the Purchasing Manager, explain how the system can help them increase their company's sales, as well as help them save money. And when they agree to help, on-board them using the “Easy as 1-2-3” approach above, as another user on the account – in this case, focused on posting and fulfilling the company's purchasing requirements, saving time and money.

❖ The “Better Marketing” Strategy

Just as most salespeople will have a poor understanding of their company's needs, they will also often have a limited ability to articulate the company's full marketing story. Because they now understand the importance of posting their company's marketing material, you simply have to ask them for a referral to their company's Marketing Manager, and sign them up as another user on the account.

- Call the Marketing Manager, explain how the system can help them increase their company's sales and market presence. And when they agree to participate, on-board them using the “Easy as 1-2-3” approach above, as another user on the account – in this case focused on improving their promotional results.

❖ The “Better Hiring” Strategy

Finally, most salespeople will have only a limited knowledge of the company's organization chart and personnel requirements. But because they now understand its importance, you simply have to ask them for a referral to the company's Personnel Manager, and sign them up as another user on the account.

- Call the Personnel Manager, explain how the system can help them find more and better people, as well as help them increase sales. And when they agree to participate, on-board them using the “Easy as 1-2-3” approach above, as another user on the account – in this case focused on improving recruiting and hiring.

What you'll find is that, while most companies will gladly pay a few dollars just to have someone (i.e. you) search the database for leads each month and keep their data up-to-date. By involving two or three other functions of the company in the process, you'll position yourself as a valued member of the team – for which the cost will be perceived to be trivial.

Leveraging Your Efforts

With the Lead Generator, the more users there are, the more leads there are. But since you have only so many hours in the day (e.g. to provide support to your users), the compensation plan has been designed to enable you to multiply your results by letting you, as a Rep or VAR, recruit *other* Reps or VARs who will bring in, and support, other users. And you may be able to earn an override commission on their sales, as well.

If you know people who are strong in marketing or sales, feel free to introduce them to the Lead Generator VAR / Rep program, and have them register at www.JVMinc.com/LGvar with *your* Promotion Code as their Master RepCode. You'll expand your network with every VAR or Rep you bring in, and expand your income with every Support Account user they sign up!

Ready to Get Started?

Everything else you need to know about marketing LeadGenerator.com, and supporting your users, can be found on our corporate site - where you can also register as a Partner, at:

www.JVMinc.com/LGvar

But if you have any questions, call us anytime. Because our goal is your success!

