

Sales Lead Generation

In today's competitive business scenario, for an organization, consistent lead generation is essential for survival. With every lead which company establish, either it is through phone, direct mail, email or networking contacts; a sales connection takes place between business and another that can respond to the product or service offered.

With every qualified sales lead respective business is one step further toward the sales goals established by the company. That means success comes through the number of leads generated. If there is a consistent, reliable system of lead generation, success is in turn reliable and guaranteed.

The best lead generation services systematically track and look after long-term leads. Through a combination of lead tracking, lead promotion, telesales and channel management, Sampling Research can help you increase the percentage of leads from sales lead generation that turn into viable opportunities and real sales.

SAMPLING LEAD GENERATION PROCESS

Lead Tracking It is extremely important to understand the market or business requirement and offer the best available product or services to assist the respective client. Here the lead tracking concept arises that mainly

delivers the entire system in the customized format. Sampling Research engages in this process as a mediator between client and business prospect, and as soon as our agents get a feel of sales conversion we provide that list to our client for further assistance.

Lead Promotion Sampling Research feeds your prospects with appropriate information as they move through the buying cycle. Our clients decide when is the best time for a field sales executive to engage with the lead. In this category we also promote the product range of our client in a specified industry range. Sometimes we also do the email promotion to the target industry list either provided by client or generated through our Recognize Your Customer (RYC) service opted by client.

Channel Management Sampling's sales lead generation service is targeted to those clients whose primary focus is to sell B2B products or services. These types of sales are typically non commodity items and may also have one or more of the following characteristics;

- Decision makers that are typically at the Owner, Director, VP or CXO's level of contact
- Sales that require multiple sales calls (typically over a period of months) to close
- Selling situations where the prospect may be asked to make a large purchase

This channel system helps the client to have the sound sales vision. Typically our clients are utilizing this process and therefore, require leads where prospects have a challenge, problem or issue that needs to be determined. We provide end-to-end reports to our client at each phase of lead generation system.

SAMPLING LEAD GENERATION TOOLS

- Regular Email System (RES)
- Inbound Call System (ICS)
- Decision Maker Meeting System (DMMS)

