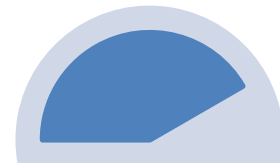
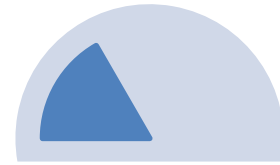
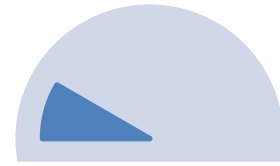


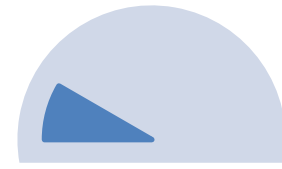
# The 6 Parts of Successful Lead Acquisition



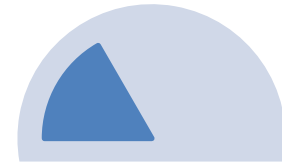
A Discussion-Based  
Best Practices Review  
by Kimberly Manchester



# ...and Follow-Up



Acquire



Analyze



Organize



Codify



Connect



Utilize

# Acquire



Where do you find sales leads?

What traditional and non-traditional sources could you use that you are not currently using?

Where might you find new sources for sales leads?

Investigate all of these sources; leave no stone unturned.

# Analyze



What criteria do you use to rate your leads on a “Hot, Warm, Cold” basis? Is this criteria consistent for every lead?

Is there one source that consistently brings “hot” leads? What about “cold” leads? Why do you think this is so?

Do you continue to try and mine a consistently “cold” source? Why or why not?

Analyze your sources, as well as your leads, for future reference. “Cold” leads may heat up with time. Do you see cold leads with future potential? File them for future reference.

# Organize



Once your leads are analyzed, organize those you have decided to follow by:

- Industry:
  - Where do your product lines fit into this industry? What about cross-marketing?
  - Have you had success working with other clients in this industry?
  - Does the lead have the knowledge/training to use/resell your technology?
- Location:
  - Do you have other, similar clients in the territory or will this potential client be filling a void?
  - Can this territory support new business or is it already saturated?

# Codify



All of your information is useless if you do not have a step-by-step system to follow-up on it:

- How often will you contact your leads, and how will you contact them?
- What new information will you provide to them when you do contact them?
- What can you provide that they cannot easily find online?
- At what point will you ask to meet with them to discuss a collaborative business relationship?
- If unsuccessful, at what point will you file the lead and move on to a more productive opportunity?

# Connect



There are 5 parts to successful communication:

- **The Messenger** – That’s you. If you were the lead, would you trust you? Always be authentic. People can tell when someone is pushing product and when someone is being sincere about creating a mutually rewarding business relationship.
- **The Message** – You know what you are talking about, but does your audience? Make sure you say what you mean, mean what you say, and say it so as to be understood.
- **The Recipient** – Who is hearing your message? Is it your target audience? If not, why not? What steps must you take to get your message to the person(s) intended?
- **Interpretation** – How did the recipient take your message? Did they understand what you were saying as you meant it? Don’t assume they did. Ask for...
- **Feedback** – With feedback the cycle is reversed, and the Recipient is now the Messenger. The cycle begins anew.

# Utilize

Don't file away this important information! USE IT to further your sales goals!

Stay organized. Review the needs of the potential client against your offerings. If you find a fit, follow-up!

Double-check to see that you are not poaching your own territory by undercutting existing resale clients

Remember to follow your codified system to increase your chances of success

Practice the *5 Parts of Successful Communication*, and be aware of them when you deliver your message





# Summary



## Acquire

Where do you find sales leads? What traditional and non-traditional sources could you use that you are not currently using? Where might you find new sources for sales leads? Investigate all of these sources; leave no stone unturned.



## Analyze

How would you rate your sales leads on a “Hot, Warm, Cold” basis? Is there one lead source that consistently brings “hot” leads? What about “cold” leads? Analyze your sources, as well as your leads for future reference.



## Organize

Once your leads are analyzed, organize the ones you have decided to follow – by location, industry, and product category.



## Codify

All of your information is useless if you do not have a step-by-step system to follow-up on your leads. If you do not have one, create one – and follow it to turn leads into clients.



## Connect

There are five parts to successful communication: The Messenger, the message, the Recipient, interpretation, and feedback. Make sure all are present, connected, and properly understood!



## Utilize

Don't just file away this important information! USE IT to further your sales goals! Review the needs of the potential client against your offerings. If you find a fit, follow-up!

A 3D white figure stands inside a circular frame, holding a rectangular sign. The sign has the word "Questions?" written on it in a bold, black, sans-serif font. The figure is positioned on the left side of the frame, with its right hand resting on the top edge of the sign. The background of the frame is white, and there are decorative elements: a blue arc on the right side of the frame and a blue circle with a smaller white circle inside on the left side. The overall scene is set against a white background with a decorative pattern on the far left.

**Questions?**