

START

Spendus Minimus

73% of buyers like me never take unsolicited cold calls

63% of buyers like me prefer to find vendors as opposed to being 'sold at'

Like everyone else I 'receive' 3000 sales messages a day and remember only 8.

So how do you get through and get noticed?

Why traditional 'sales' led lead generation is broken

The Internet is at the heart of the single biggest change in the relationship between buyers and vendors. Before the Internet, buyers had to meet sales people or listen to telemarketer to find out what was out there and even what the industry gossip was.

Once they realised that they could get all the information they needed from the Internet without having to meet with sales people, the buyers stopped 'needing' the sales guys and just used the Internet instead.

These days almost 75% of buyers never take unsolicited cold calls and the 25% that do are the same ones everyone else is talking to.

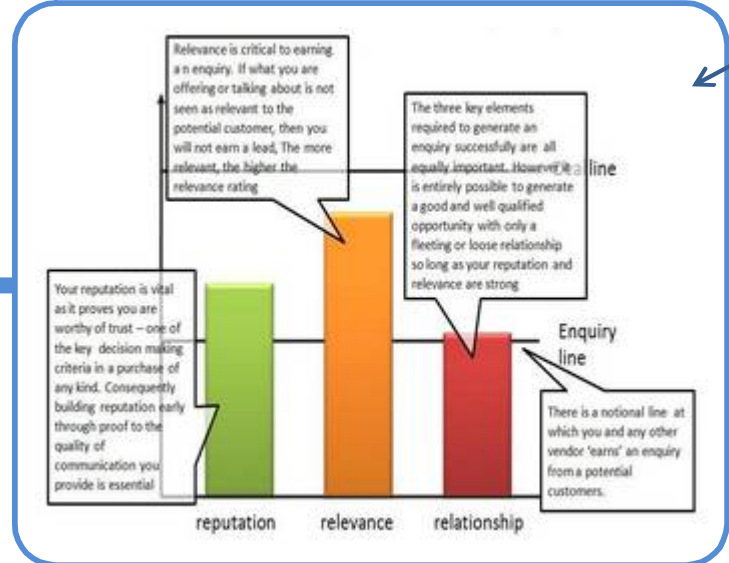
Is the traditional 'Sales' led approach right for today?

Buyers think otherwise. They tell us they want to speak to sales only after they have researched the market and found out which vendors appear to offer the products and services they want.

Our experience shows there are 3 stages to making all of this work.

1. **Verify the market requirement – ask it directly!**
2. **Position yourself to fit the market requirement**
3. **Engage to draw the market to you.**

If you follow through on all of this properly, you will see a significant rise in the number of leads coming to your business



This is the most important part of how it works today! Understand this and the rest is quite straightforward

Do you have people who know how to build the 3 'R's

Challenge!

Find a way to engage buyers without 'selling at them.'

The mistake many companies make is thinking it's about the quality of the people.

That has an impact, but actually it is:

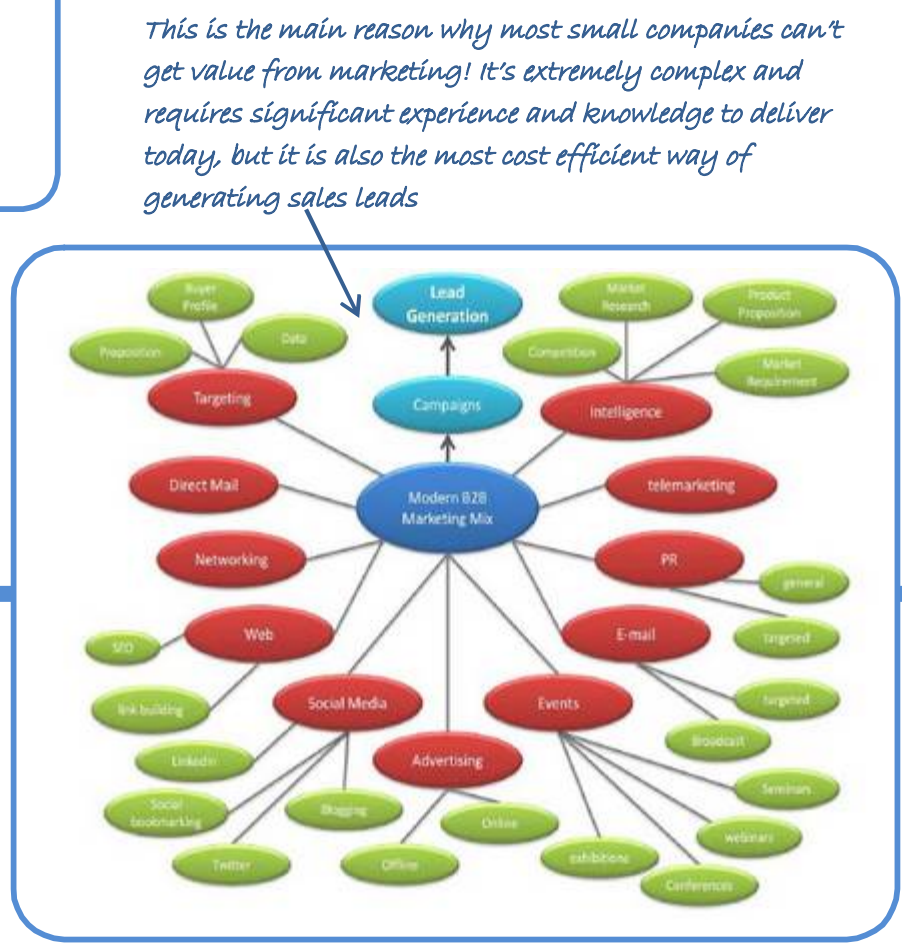
- **The pushy way they engage the market**
- **The quality of the proposition**
- **Who they are targeting**
- **Where they enter a target's buying cycle**

These 4 reasons are why most companies cannot generate enough leads.

And remember, today's buyers work on multiple channels, so you have to as well:

- Web
- Social media
- Events
- Phone
- Direct mail
- And so forth

What are all the things that need done to make this work?



The objective is simply to draw buyers in at the point they start thinking about a requirement not once they have defined it

This is what the buyers want:

- **Easy to access information**
- **Easy to digest information**
- **Proof that your product does what it says it does**
- **Proof that your company can help them**
- **An easy and simple way to buy the product**
- **No bull!**

This is quite straightforward if you think about it.

Finally...

Who are you selling to? One of the four key reasons lead generation fails is that companies focus on the wrong people, with the wrong message and as a result do not generate any leads at all.

Get this bit right and it will only deliver greater levels of success

One last question – is your company helping or blocking buyers engaging with you now that you know how they want to work?

LEADS

..Because it ends with them too!