

The Business Owner's CHEAT SHEET FOR GENERATING BETTER SALES LEADS

The Big Idea

GROW SUSTAINABLE SALES FROM A
CONSISTENT FLOW OF IDEAL LEADS
THROUGH A VARIETY OF **DIFFERENT SOURCES**



8 SOURCES FOR IDEAL SALES LEADS

1. REFERRALS

Consistently implement a Formulated Referral Program to ensure a consistent flow of ideal leads from those who trust you. Referrals create ideal prospects who convert better, close faster, are more profitable, have higher lifetime value... and refer more like them. They're your lifeline!

2. CUSTOMER ADD-ONS

There's no easier opportunity than the cross-sell or add-on with an existing client who's already delighted. Add-ons cost less, are easier to implement, and have higher margins. And your client gets a better result and more value = more chance for referrals. Truly an up-sell!

3. PPC ADS

Obtain new, targeted leads with a tailored, pay-per-click program. Further optimize with different ads for different messages and audiences, always giving a direct call to action. It's inexpensive and delivers near-instant results.

4. WEBSITE & VIDEO

ICP & UVP: Your website is about your target audience and what's specifically important to them - not just you! So meet them in their pain, show how you solve their problem and demonstrate tangible benefit through compelling, visual storytelling. Use a combination of video case studies and testimonials.

People buy from people firstly. So include profile biographies on the leadership team. A picture of an owner doesn't cut it anymore.

Drive Organic Search Traffic: Targeted searches find your website by its content, blogs, podcasts, newsletters, geography or YouTube videos rich with keyword relevance. Create topical videos your audience is searching for directing people to your online content from that video. Include topic-rich content in lead generating PDFs for sign-ups. And get as many other authority sites linking to yours as possible.

5. NETWORKING, TRIBES & EVENTS

Regularly be present where you play, pay or party. Partake as an expert-of-choice as you add value, giving people a reason to follow or engage. Leads here also find you by hearing you on stage and either opting into your list, offer or visiting your website later. So, find out where they are after work. It's a gold-mine!

6. DIRECT CAMPAIGNS

New leads will sit up and listen when you bring them a compelling offer they need with a clear call to action and the right timing. Optimize by giving the reader a reason to open. Multi-Touch: optimize with a simultaneous online campaign via social networks and landing page offer on your website.

7. SOCIAL MEDIA

People find you when friends or indirect connections follow you and share or like your content. Position yourself on relevant networks where your audience and friends reside on social media. Then share relevant, valuable content on a consistent basis.

Incorporate short video with sharing options so it's easy for others to distribute in their social networks. Respond and engage with the comments to increase visibility on key posts.

8. BRANDING: FLEET, SIGNAGE, ADS

Ensure a cohesive, consistent look and message to drive home a powerful, memorable image they can't forget. It gets stored in their memory bank and, when the time is right, they will come.

Remember to direct all signage, fleet branding, print and online ads to your website.

The Deliberate SALES PROCESS

LEAD GENERATION

LEAD CAPTURE

PROSPECT ENGAGEMENT

CROSS SELL

CLOSE SALE

REFERRALS

POOR FIT
NOT IDEAL CLIENTS

KEEP WARM STRATEGY

1. LEAD GENERATION

Ensure a steady flow of quality, ideal leads from multiple sources

2. LEAD CAPTURE

Pre-qualify leads into prospects to reduce waste & increase ease

3. PROSPECT MANAGEMENT

- Minimize Leaks: e.g. lagging response time & dropped balls
- Develop a Keep Warm Strategy: i.e. multiple touches to “move it down field”
- Build Trust & Reduce their Risk by fostering relationship
- “Never leave them in the dark”. Bring constant clarity on next steps
- Price vs. Value: always bring value instead of competing on lowest price

4. CROSS-SELLING

- Provide Value-add Services. This results in better outcomes & higher margins

5. CLOSE THE SALE

- Ensure Wow-factor throughout the process
- Wrap-up & Hand-off in a simple, seamless way for your client

6. REFERRAL PROGRAM

- Past clients are your best lead generators. Create a referral program that is easy for them to use while they're delighted & you're top-of-mind

The Deliberate SALES FUNNEL



POOR FIT
NOT IDEAL CLIENTS



KEEP WARM STRATEGY

Results

- MORE IDEAL LEADS
- HIGHER VOLUME
- LESS OVERWORK
- MORE ENGAGED PROSPECTS
- HIGHER CLOSING RATIO
- SCHEDULE BOOKED-OUT
- BETTER REFERRALS