

Our top tips on creating a winning strategy

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This eBook is made up of blogs written by Yafit Davis covering elements of creating a good lead generation strategy.

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01

Why have a strategy in the first place?

Lead generation strategy – who has time for it anyway?

I am a fan of planning and strategy, but I am aware that many business owners are not. I guess if, like me, you have had everyone from business coaches to various advisors and marketers constantly on your case to create a plan, you must get a bit sick of it. I would like to make the case for creating a strategy to improve your lead generation and increase your sales.

To help you consider it better, here are my answers to strategy push backs I come across:

01

- 1- 'We need to get going ASAP and a plan will hold us up'.
- 2- What a great attitude to have, nothing like a client who is keen to start. When it comes to lead generation strategies, I recommend that they are kept short and sharp and certainly not take too long to produce. I would say that if your consultant is able to provide you with a plan within two weeks it is time well spent.
- 3- 'With respect to strategy, the proof of the pudding is in the eating so why don't we just get started'.
- 4- Until you send out your first campaign, you cannot predict the outcome. Great strategies can fail and some stupid ideas can work really well. Having said that, if you have a strategy in place which includes your goals broken down to sensible KPI's you can at least measure your outcome. This means you can then make small adjustments until you get it right rather than starting again.
- 5- 'We know our market best and so we already have all the answers'.
- 6- If you have been in your industry for a number of years you may have tried and tested many methods of lead generation and approached all sorts of target markets. If your business is successful you most likely have a handle on what works for you. But as new methods and approaches are developed all the time, some of which can be useful for your business. Many businesses do well on word of mouth for years only to find that they need to do more if they want to achieve significant growth. I would recommend that you take a big part in creating the strategy .
- 7- 'It is very well putting together a plan but what about implementation?'

I often come across business owners who have had a strategy provided in the form of a detailed plan that was never executed. This is because the implementation requires experience and resources they might not have. To make sure you get most out of your plan, be clear on how it will be implemented, by whom and at what cost.

'Can you guarantee it will work?'

Most definitely not, especially when it comes to marketing and sales strategies. A good plan will guarantee two main things:

- 1- You have a much better chance of making things happen.
- 2- You will be able to measure your results against your goals, which will give you an opportunity to improve.



02

Key elements to consider in your strategy

Why is it not wise to look for instant success?

Being in business development, I come across many people who think it must be the magic bullet for their business perhaps because they feel that it is more tangible than other strategies. Business development is a good strategy of course, but just like sales skills training, SEO, e-mail marketing and advertising, it is influenced by two main factors:

- 1-It does not work in isolation and must be a part of an overall strategy
- 2-It needs time and investment to make a difference



A prime example of this is telemarketing. Regardless of digital development, many business owners regard the telephone as a spiritual tool steeped with magic. Perhaps it is because so many people dislike cold calling and following up. When people employ us to do telephone work for them, they very often expect instant results.

Telemarketing, like all other sales and marketing strategies does not work in isolation and requires time. In fact telemarketing works best:

- 1-As a tool to clean up your database and identify broad opportunities and dead ends
- 2-As a way to speed up understanding your target markets
- 3-As a relationship-building tool
- 4-If you are prepared to follow up these broad opportunities and turn them into appointments and sales.

So next time you find yourself looking for instant success, remember that the elements that matter to your sales and marketing strategy are:

- 1-Have a good strategy
- 2-Review it often
- 3-Give it a realistic amount of time to work before you move on

If you are not prepared to do this, then do yourself a favour and don't waste your marketing budget....



Who is your end client?

The very knowledgeable Brain Tracy once said, “Keep your sales pipeline full by prospecting continuously. Always have more people to see than you have time to.” but before you throw a lot of resources into filling up your diary and pipeline, you might want to consider: who actually is your end client? This is an interesting question because many people look to identify their target markets but don’t consider who their end client is in those markets.

This question specifically relates to which entity you sell to and the answer is one of three:

- 1-Your end client is a company, an organisation or a person who purchases your product for their own use.
- 2-Your end client is a distribution channel, such as a building merchant or a department store, which sells your products to its own clients.
- 3-You have a variety of products and target both clients directly and distribution channels.

Not sure?

Here are some examples:

- Which companies typically sell directly to their clients? Most companies who provide a service like IT support, insurance, telecom and marketing.
- Which companies typically sell through distribution channels? Most companies who provide a product like manufacturers, engineers, artisan food and drink and small clothes and shoes brands.
- Which companies sell through both? Larger companies who have a variety of products, suppliers of outsourced services like security and cleaning, retailers who sell online as well as through shops.

Understanding who you are trying to reach is a key to your lead generation and overall marketing strategy. If you miss out this parameter, you could find it hard to engage your target market.

Here are a few examples of where this might affect your decision:

- 1-If you are trying to reach out to companies or people who buy from you directly, you will need to assess them to find out who they trust and buy from. You can then use this information to build visibility and trust.
- 2-If you are selling through a distribution channel, you need to take into account a whole set of challenges that affect branch and product managers in this industry. Of course, distribution channels vary enormously so you will need to identify the different segments relevant to your product.
- 3-If you are selling to both, end clients and distribution channels you need to reflect that in your strategy and ensure that whilst promoting your product online, you are also opening doors and building relationships with the relevant distribution channels.

One trick ponies and comfort zones

No one, it seems, wants to be a one trick pony, with only one talent, one skill and one way of standing out. In our fast-developing world, it is difficult to keep growing your company based on a essential limited offer. This is why so many companies look to acquire additional talent through acquisition and joint projects. Appealing to new markets and developing new products all depend greatly on demonstrating relevant skills and knowledge. In the world of business, 'a field of ponies' is therefore definitely better than a 'one trick pony'. Why not apply this to your marketing strategy, then?

In my experience two main factors affect your marketing strategy:

- 1-Looking for the magic bullet:
So many people look to over-simplify their marketing approach by believing they must choose one discipline to promote their organisations.
- 2-Staying within your comfort zone:
Knowing what you are good at and how you wish to come across, is essential. Still it is easy to confuse this with only choosing marketing strategies we relate to and understand.

Important choices in your marketing strategy should relate to your target markets and where they choose to consume information, and not the other way around.

Quality over quantity – top tips to building a business database

Good old Emil Zola must have seen a glimpse of the future when he said, 'If I cannot overwhelm you with my quality, I will overwhelm you with my quantity.' I am not entirely sure what he meant by it but these days we see plenty of examples of people trying to impress us with their quantity, rather than quality.

2018 saw the data debate take centre stage through GDPR, which was introduced to stop the unauthorised use of personal data. There was much talk beforehand about the change it would bring, but we hear little of it now. Dare I say that not much has changed in terms of B2B e-mail in my in-box. Assuming, like me, you think that communicating to a smaller but engaged audience is better, you might want to consider how you build this database in the first place.

Let's consider some different methods to building your database:

Method	Advantages	Disadvantages
Buying a data list	<ul style="list-style-type: none"> -Provides a solid start -Allows you to communicate with the right industries and decision makers 	<ul style="list-style-type: none"> -The data is cold, which affects the speed of conversion - Niche markets can be hard to identify
Using your own client and contact list	<ul style="list-style-type: none"> -Builds on your existing industry knowledge - Communications will be better received as it's a familiar audience 	<ul style="list-style-type: none"> -Much of the data could be out of date -The list may not be very strategic in terms of new and target markets -GDPR compliance is questionable
Using Social Media platforms to build your following	<ul style="list-style-type: none"> -This is potentially an engaged audience as they have connected with you 	<ul style="list-style-type: none"> -Using this data outside of the specific platform can be difficult -Many contacts will not appreciate a direct approach
Using digital funnels or landing pages to attract interested parties	<ul style="list-style-type: none"> - Targeting people who searched for your product or service 	<ul style="list-style-type: none"> -Because this method is so specific it can be very slow in terms of building a database

Once more we have concluded that there is no one winner and no silver bullet. My advice would be to use a variety, if not all, of the above methods to communicate with your target audiences. The important thing is to create an overarching strategy that governs your marketing and lead generation system thus making it focused and tailored to your business.

This means that you have a specific process in which your funnel works, which involves several activities happening at the same time. Such a system will ensure that you are seen in front of the right audience at a volume and frequency that allows you to develop a substantial pipeline based on your new business conversion rate.



03

Having a go at creating your campaign strategy

Time to get planning ... A few tips for getting started

American tennis player Arthur Ashe, once said, 'Start where you are, use what you have, do what you can.' When it comes to developing new business, this is sound advice, particularly when so many people are looking for a magic bullet that will get them off to a flying start. Often, the answer is closer than you imagine and comes from utilising what you already know.

I often stand at the starting line with a new client, looking down the track we have defined to be his/her new target market. People laugh when I tell them that despite putting together a sound strategy, we do not really know how it will go until we start.

This can be a little daunting for companies wanting return on their investment. The process of developing new business is slow because you are venturing into markets where you are unknown, and that is not an easy concept for the board to come to terms with.



So, what can you do to try and speed things up?

The answer to that is threefold, elaborating on the words of Arthur Ashe:

Start where you are:

This applies to the strategy stage when it is important to use your current market knowledge to propel you on to the next market. If you are already successful with hospitality, you may want to look at a related market such as facility management rather than going for insurance. This means that your current success will be easier to demonstrate and your market understanding will be much more relevant

Use what you have:

The key to an accelerated sales process is using known contacts who can introduce you into the new market you are developing. It might sound obvious but I don't meet many people who do this. It's easier to buy a database and call everyone but results will be much slower. Get everyone in your company considering old contacts they may have, and referral partners who can help; you will be amazed by the value of what you can gather using your own resources.

Do what you can:

So many people I meet give up too soon. Getting into a new market is not easy and you may feel that you are better off staying where you are, which is fine. But if you are going for a new market, make sure you are prepared to chase people and keep following up until you get a sensible answer.

We hope you found this eBook useful and practical. More importantly, hope it inspired you to have a go at creating your lead generation strategy. There are a few things you can do now:

If you are ready to carry on with your business development journey, you should download our next eBook: Our Tips to Creating a Lead Generation Campaign

Part 2 - Lead generation: [Download Here](#)

If you need some support creating your lead generation strategy, get in touch:

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