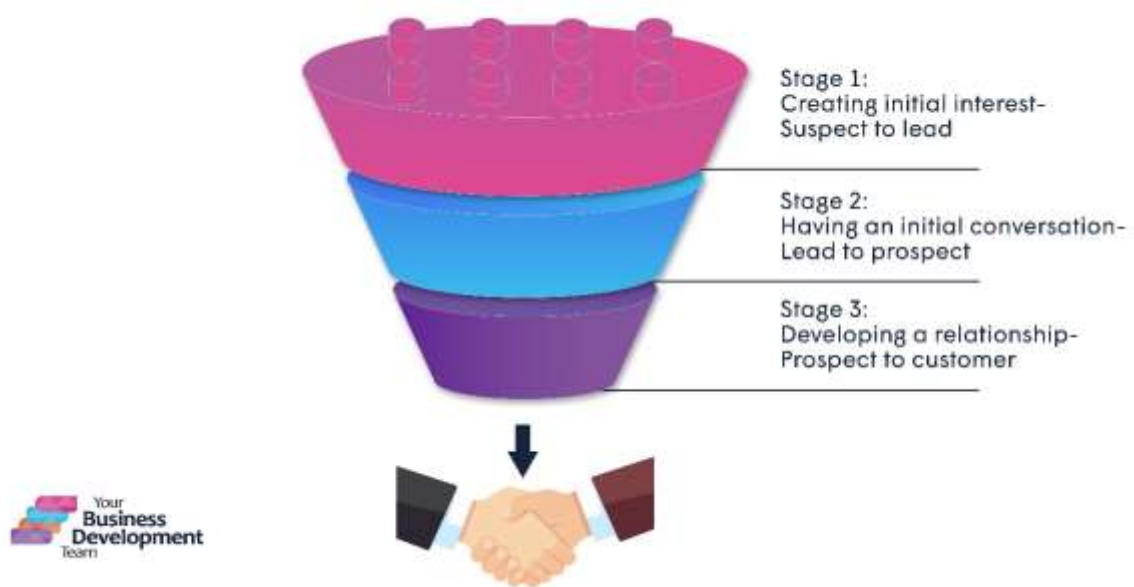


YBDT: Supporting you from lead generation to prospect conversion

The problem:

Continuous development of marketing technology mean that businesses have a variety of tools available for lead generation. Whilst gathering initial interest and developing it into qualified leads takes some expertise, making sure these are converted can sometimes be harder.

If you are using a lead generation agency to support your sales, you will find that most of them will support stages 1-2 of the funnel below leaving you and your team to complete stage 3. This often results in reduced return on your investment due to lack of conversion. which is why so many companies initiate lead generation campaigns which never get concluded leaving them feeling disappointed and frustrated.



Our solution:

At YBDT we approach things differently because we understand that new leads are often very initial and require a structured nurturing process to yield a sale. We offer our clients a more strategic approach that supports them throughout the sales process. This includes:



Stage 1: **Creating initial interest**

In this stage we focus on identifying your specific target markets and planning your lead generation campaign to ensure your brand is noticed and enhanced. This stage includes:

- Creating a specific campaign strategy
- Identifying your target markets
- Researching data
- Launching your content marketing campaigns



Stage 2: **Having initial conversations**

In this stage we focus on identifying initial interest and starting conversations on the back of it. Our aim here is to create qualified leads who are interested in having an initial appointment with you to explore how you might work together. This stage includes regular lead generation activities such as:

- Creating and sending out monthly e-mail campaign
- Creating and sending direct mail campaigns
- Creating and posting monthly Blogs
- Telemarketing follow up
- LinkedIn search and connection



Stage 3: **Developing a relationship**

Many companies mistakenly see initial interest identified at earlier stages of the lead generation funnel as 'guaranteed sale' but, outbound leads are often very initial and require nurturing. To ensure that you get more out of your investment we offer sales conversion support including:

- **Improving your understanding of key opportunities:** This will see our team calling prospects on your pipeline to find out more in-depth information about their needs and situation. The calls are designed to move the opportunity further down the funnel through understanding how you can best support them and interact with them next. The information will be passed on to your team and help you decide how to best continue the nurturing process.
- **Creating a tailored follow up process:** This is a consultancy and training process designed to help your team create an effective follow up and nurturing process in-house including:
 - ✓ Review of your current sale process to ascertain what is currently included
 - ✓ Review your key opportunities and your relationship with them
 - ✓ Creating a workable and effective follow up process which fits in your overall sale process
 - ✓ Training and mentoring including regular pipeline reviews to ensure the new process is embedded and developed
- **Improving CRM management:** This is a consultancy and training process designed to ensure that your CRM reflects your new sale process and is used effectively to support it. We will use our experience of setting and using CRMs to offer the following:
 - ✓ Review of your current CRM system in relation to your sales process
 - ✓ Providing recommendations to develop and upgrade the system so it supports your process better
 - ✓ Updating your CRM to set up the new recommendations and enable the new process
 - ✓ Training the team to ensure they can use it successfully

If you are interested in finding out more, get in touch to discuss your requirements further:

Tel: 0117 2872086

Email: yafit@yourbizdevteam.co.uk

Website: www.yourbizdevteam.co.uk