

The Most Effective Sales Lead Generation Methods

There are many ways to generate sales leads. Almost all work when the right message is delivered to the right person at the right time. The chart below shows the most popular lead generation methods and some important criteria that impacts success. The methods closest to the center of the circle tend to be more successful than those at the edge.

Marketingsage Sales Lead Generation Services

Marketingsage helps clients generate higher quality leads and higher quantities of leads from their existing budget. They also help clients capture, manage and nurture sales leads until they become customers or they are disqualified as prospects. Marketingsage is more effective at sales lead generation optimization than other agencies and even internal teams for 3 key reasons.

Marketingsage associates are industry and product specialists. As industry veterans they understand their client's products, markets, sales channels, competitors and influencers at a much deeper level than typical agencies. This translates into better message targeting and product positioning. They write more effective sales copy and place it with those most likely to influence the sale. As Vol-

taire, the respected philosopher, noted: "God is not on the side of the heavy battalions, but of the best shots."

Marketingsage cost-effectively integrates key marketing functions. They can manage public relations, press relations, analyst relations, advertising, event management, direct marketing, internet marketing, social media marketing and channel marketing. By filling the gaps within a client's organization on an as needed basis the client can get results faster and less expensively than hiring multiple agencies, adding to the payroll, or postponing sales generating activities until someone has the time. By focusing on ROI, Marketingsage can easily blend the tactics necessary to get the best results at any given time.

Marketingsage uses customized tools for sales lead management. Besides the tools most agencies and businesses use for graphic design and copy writing, Marketingsage has tools that dramatically cut the cost of capturing and managing tens-of-thousands of sales leads. They can separate high potential and low potential sales leads so they can be managed differently. They can group all the potential influencers in a sales situation so the sales team can focus on opportunities, not just contacts. They can also cost-effectively nurture sales prospects through long sales cycles so clients don't have to pay over and over for the same leads. Additionally, the client's sales team can focus their time on closing the hottest opportunities.

