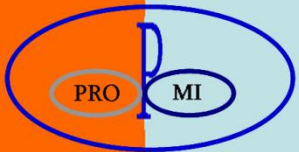


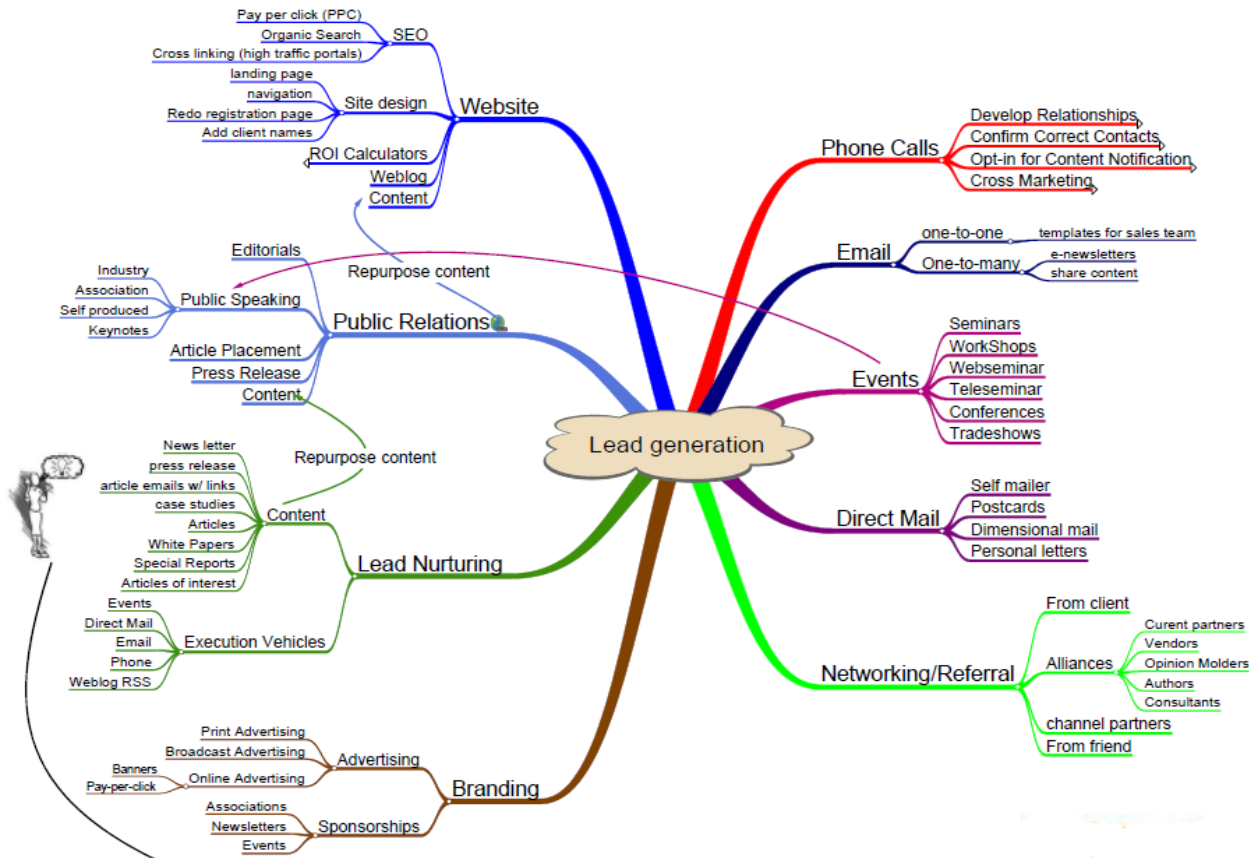
# Marketing & Business Development Capability

## The Truth Lead Generation Concept

Dipl.-Kfm (Uni.) Félix C. Poudeu  
Marketing & Business Development Consultant  
Customer Relationship Marketing Specialist  
Project Manager



# The Lead Generation Concept (LGC)

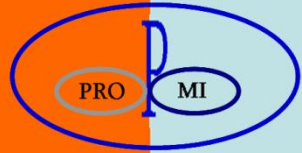


Your content can be repurposed for many modalities; email, website, PR, reason for phone call, public relations and events



**Contact us**  
 Email: [info@propmi-limited.com](mailto:info@propmi-limited.com)  
 Phone: +44(0)7791438025

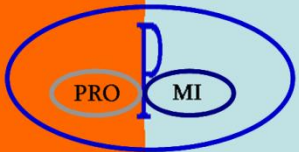




## Start To Build Your Lead Pipeline

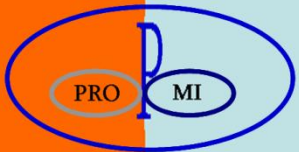
### The Eight Critical Success Factors For Lead Generation Success

- Understanding of the Eight Critical Success Factors is a key to drive the Lead Generation Campaign or Program successfully
- Mastering of these Eight Critical Success Factors guaranty a high pipeline



# The Eight Key Success Factors (KSF)





# Conversation, Not Campaign

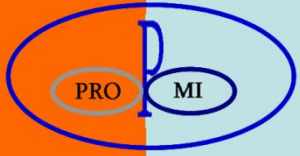


The objective is to reach that level of trust into the affiliation as a relationship builder while always keeping in mind that the customer is thinking, ...

***“How You Sell Me Is How You Will Serve Me.”***

**COMPANIES** don't buy; **PEOPLE** do it.





## Buying Process Tactics Funnel

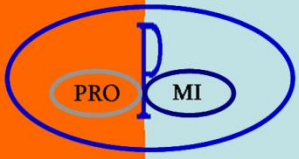
Ensure that your **sales process (SP)** map in conformity with the **customer's buying process (CBP)**

Clear understanding of **needs (Ni)** and **impacts (Ii)** of those needs on both company and customers

Acknowledge that every **potential customer** has a different buying process.

All companies go through steps of one kind or another in their buying process.

Does everyone involved in the lead generation program understand your prospect's buying process?



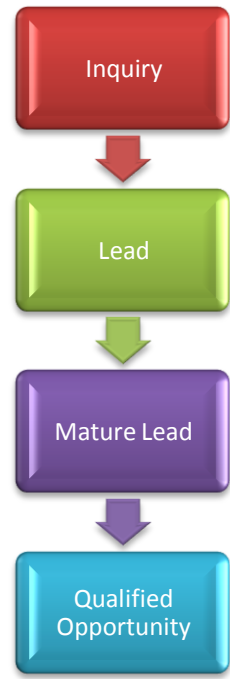
# The Lead Generation Success Model

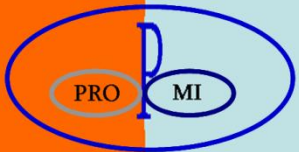
Broadly Targeted,  
Less Interactive,  
Less Measurable



Narrowly Targeted,  
Highly Interactive,  
Highly Measurable

- 1 • Branding, PR, Advertising (Print, TV, etc...)
- 2 • SEO, Website, and Direct Mail
- 3 • Events, Seminars, Trade show, and Webinars
- 4 • Outbound calling, inbound 0800#
- 5 • Lead Nurturing, Opt-in E-Mail,
- 6 • Conference calls, F2F Meeting
- 7 • Follow up

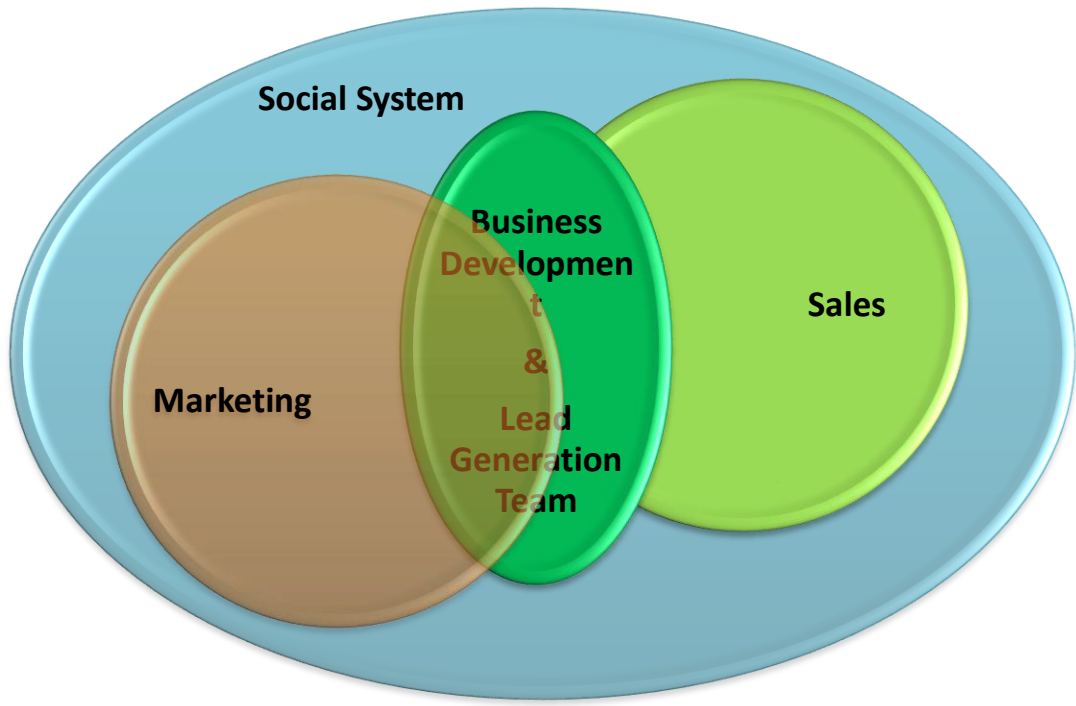




# Marketing And Sales As A Team: Business Development

## PROPMI® Synergy Model (PSM)

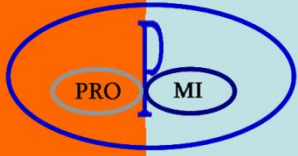
- Teamwork
- Interaction
- Bi-directional Communication



Building of bi-directional Communication Sales and Marketing therefore building of BD & LG Team

Marketing and sales should have a unified understanding and consensus on what the definition of a sales lead is. Therefore it is necessary to attach high importance to the Lead Generation Program.





# Profiling: An Ideal Customer Profile (ICP)

## ICP helps

- identify needs and timeline or timeframe of implementation
- identify decision maker and key influencers and ultimately
- identify budget planning or approval process

## ICP contains

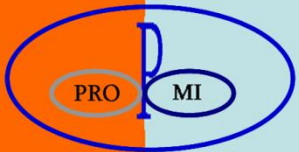
- Annual revenue
- Standard Industrial Code
- Number of employees
- Level of contact and functional area
- Local, regional or national scope
- Business situation
- Psychographics aspects

## ICP Goals

- is to focus on prospective companies with the greatest likelihood of becoming profitable customer
- is to target your best potential companies and contacts, compare these to the best and the worst of your current customers
- rank the current customers by most profitable, best revenue, easiest to do business with

## ICP Benefits

- is the basic framework for further action towards potential customer
- will be the main focus of how you spend your energy, time and budget in surveying the most productive opportunities
- will help you learn the size, scope and understanding of the market



# A Universal Lead Definition (ULD)

ULD is one that has been determined to fit the profile of the ideal customer.

It prioritizes and defines the degree of sales readiness.

It has been qualified as sales ready and it spells out the responsibilities and accountabilities of the corporate lead generation team and requires their buy in.



**B =>**

• **Budget**

**A =>**

• **Authority**

**N =>**

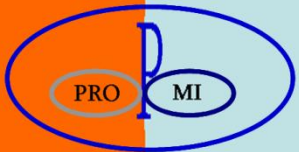
• **Needs**

**T =>**

• **Timeframe**

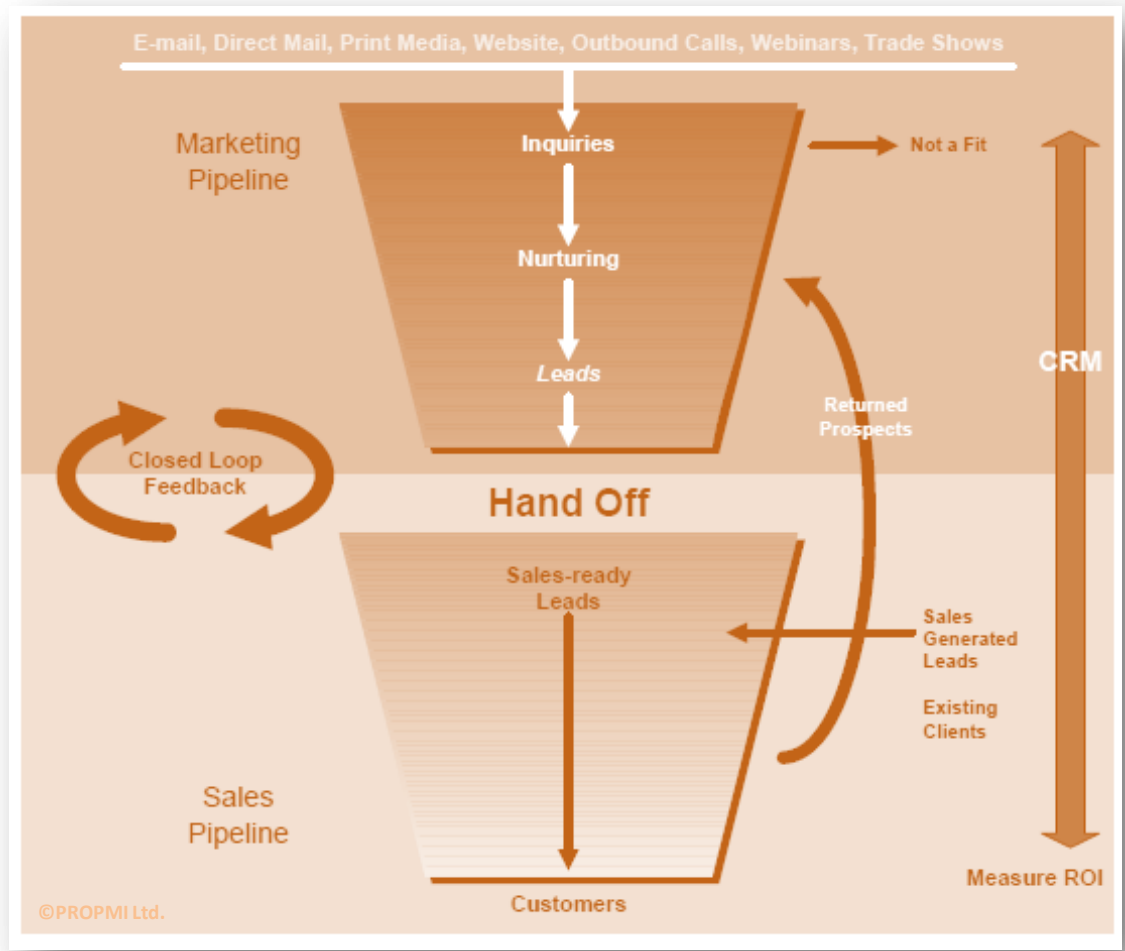
**High ROI is obtained From The Patient Tending Of Potential Customer Over Time.**

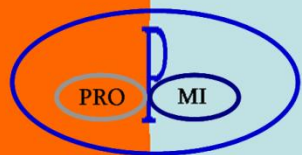




# An Effective Lead Management Process (ELGP)

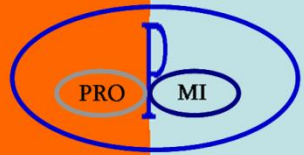
- Multimodal tactics an **effective lead nurturing** program
- Sales **closed-loop-feedback** incentives
- An **effectively** utilized or **well-maintained** database
- **Conformance** with the lead generation program in general





# Sales Process Table (SPT)

Step	Status	Description
0	<b>FYI</b>	Appointment
1	<b>Appointment</b>	Lead qualified by marketing and sent to sales to be qualified
2	<b>Qualifying</b>	Sales person is determining if lead is actually a viable prospect
3	<b>Prospect</b>	Sales person actively pursuing
4	<b>Profiled</b>	Completed written proposal profile and opportunity assessment
5a	<b>Pre-proposal</b>	Confirming initial plan prior to formal proposal
5b	<b>Proposed</b>	Final proposal delivered
6	<b>Committed</b>	Agreement delivered and verbal yes to proposal
7	<b>Active /Win</b>	Contract Agreement approved and signed
A	<b>Nurturing Process</b>	Was prospect dropped out of the sales pipeline?
B	<b>Follow-up</b>	Sent back to marketing for requalification, rescheduling, or lead nurturing
C	<b>Rejected</b>	This clearly wasn't a lead - returned to marketing
D	<b>Not a fit</b>	Lead advanced beyond step 3 in sales process - sales person decided not a fit
E	<b>Active /Win</b>	Contract Agreement approved and signed



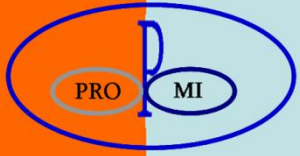
## A Foundational Database (FDB)

DB is a valuable asset in the lead generation strategies

A clean, updated DB is unequivocally essential to the success of any lead generation program (LGP)

Properly designed and well-maintained database is the core of all lead generation activity and communication.

**The value of the database is only as good as the buy in of everyone on the lead generation team.**



# Integrated Multimodal Tactics (IMT)

## Key questions:

- What tactics are you using to good advantage?
- What tactics are your competitors using?

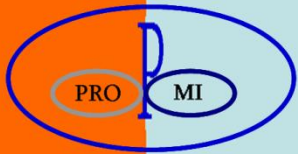
## Key requirements:

- Flexible and iterative multimodal approach
- Various lead generation methods

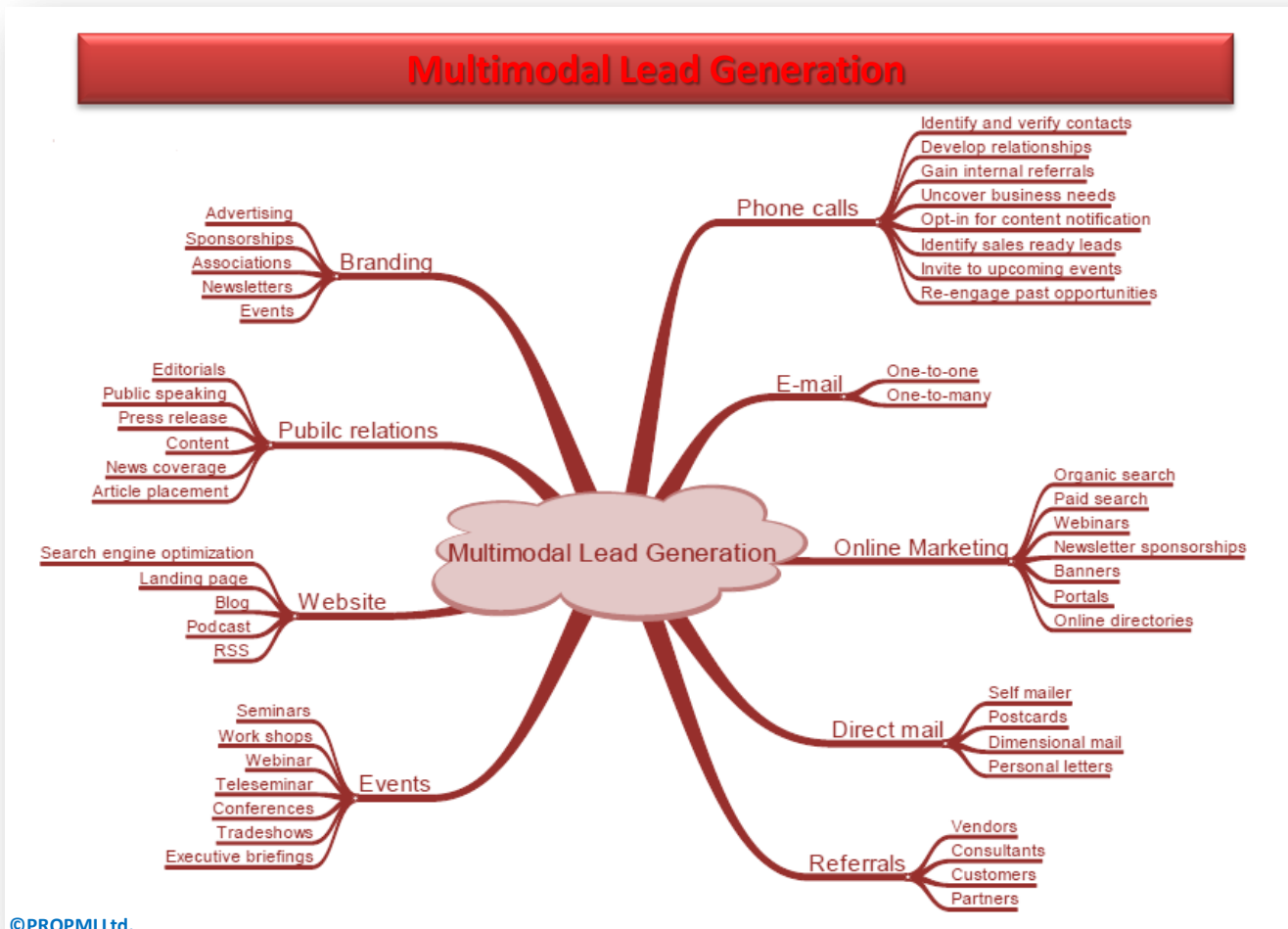
IMT-Success depends on a balance of push tactics that encourage the contact to action and pull tactics that create a strong impression of your company and build brand awareness.

Analyzing, measuring and optimizing tactics is what it's all about.

**A multi-modal and multi-touch lead generation portfolio will always outperform marketing tactics that stand alone.**

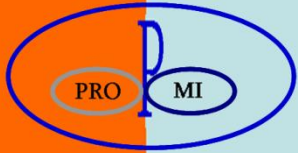


# Multimodal Lead Generation (MLG)



©PROPMI Ltd.



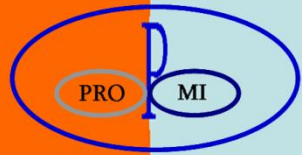


## Lead Nurturing Consistency (LNC)

**A lead  
nurturing  
program  
(LNP) might  
ask:**

- Whom do I want to nurture?
- What problems does the prospect face?
- What is the prospect's top priority?
- What does the prospect worry about?
- What is my messaging?
- What is the best way to deliver my messaging?
- What action should the prospect take?
- Should my product or service be demonstrated?
- What are the incentives or inducements?
- How often should I stay in contact?
- Which tools require direct sales involvement?

**LNC is vital for Lead Generation Program Success (LGPS).  
LG is a conversation, not a series of disjointed campaigns.**



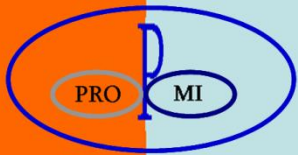
## Summary

In the End it is good to acknowledge that the complex sale process (CSP) requires proven approaches:

- Relationship-centric
- Customer-need,
- Process-orientated,
- Target-orientated etc...,
- that depends on diligence and intelligence as well as the ability of the team to adapt in changing market context.

Business development and Lead generation specialists are committed to the long-term proposition that tunnelling for leads, educating prospects, navigating the nuances of the complex sale process and

creating new, high-level return on investment , ROMI is what has brought lead generation, pipeline building to the position it enjoys in the marketing hierarchy today . . .



## Contact Us:

Félix C. Poudeu

Dipl.-Kfm (Uni.)/MdBm

M& BD Consultant

Email: [info@propmi-limited.com](mailto:info@propmi-limited.com)

Phone: +44(0)7791438025

[www.propmi-limited.com](http://www.propmi-limited.com)

## Contact address:

- PROPMI LIMITED  
1st Floor, 2 Woodberry Grove  
North Finchley, N12 0DR London  
/United Kingdom
- [info@propmi-limited.com](mailto:info@propmi-limited.com)
- <http://www.propmi-limited.com>