

Top 8 Proven Methods for **Sales Lead Generation** for B2B companies



Creating B2B Sales leads involves complete and established skills in marketing. The sales executive frequently uses persuasive social media content to get the business customers in the sales cycle. They apply efficient B2B generation campaigns, interest prospective buyers and build value. Establishing an efficient marketing funnel is critical to generate B2B leads and confirm success in the conversion of business. Get to know more about how to successfully generate B2B sales leads and drive sales leads by including these 8 proven methods in your lead generation plans.

Relationship marketing: Sales lead generation, using relationship marketing method, is the approach fundamental to all the sales success. Basically, it denotes nurturing a personal, sales-winning relationship with your prospects. Keeping in touch with prospects through a series of meaningful communications at the relevant times, lets you pick up sales that others leave or neglect.

Complementary partner referrals: Instantly multiply your sales lead generation pool and make it easier for companies to engage in doing business with you by joining forces with complementary partners. Complementary partner referral plans generate the highest quality B2B sales leads among all the sales lead generation plans.

Online/Internet marketing and SEO: Business buyers are more sophisticated and getting harder to reach than ever. Studies show that about 90% of business buyers start with research on the Internet. Therefore, it's critical to have a finely-honed sales lead generation plan that includes Search Engine Optimization (SEO)/Internet marketing strategies to draw prospects at the commencement of their buying cycle.

Telemarketing: When Telemarketing is executed properly, even though it is not so popular with many people, it is a very effective method to generate sales lead. Telemarketing is individual marketing and sales lead generation technique that offers a cost-effective, efficient alternative to field selling. But it can be significantly more expensive than direct mail or email. Through the inclusion of telemarketing in your B2B sales lead generation marketing plan, reaching up to 30 decision-makers a day can be done. Nevertheless, if you unfailingly prospect for and nurture leads via phone calls, you will constantly generate qualified sales leads for your business.

Published emails: Creating your own email newsletter is another cost-effective way of generating leads, you could send out industry news and tips to prospects in your market. Then you will be on the minds of your prospects more often than your competition. And ultimately, the sales leads will turn into actual sales.

Direct mailers: There are businesses that do business-to-business selling through direct marketing like direct mailing, especially through LinkedIn these days. These Sales letters or mailers are usually a brilliant sales lead generation method. However, most sales executives lack the knowledge of using this lead generation technique efficiently and productively.

Event marketing: Event marketing is the experiential marketing of a brand, service, or product through promotional events. It typically involves direct interaction with a brand's representatives. It should not be confused with event management, which is a process of organizing, promoting and conducting events.

Trade shows are an example of event marketing. It can be done live over the phone (teleseminars) or via the Web (webinars) like Skype, or video conferencing. These seminars and workshops are a great sales lead generation tool. People who attend your seminar have an interest in the information you are presenting and a need for your product or service.

Most of these live seminars are mostly inexpensive. Among all these, teleseminars are the most cost-effective, as the only cost being of rents of the conference phone line and promotion charges. Webinars are a little more expensive but it sure does create a very interactive setting for the audience in the comfort of their offices/homes.

Networking: Business networking is an effective low-cost marketing method for developing sales opportunities and contacts, based on referrals and introductions - either face-to-face at meetings and gatherings, or by other contact methods such as phone, email, and through social and business networking websites

If you are looking for generating sales and revenue growth but struggling to do so, then we are here to help and train you.