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## Lead Generation for the Complex Sale: Boost the Quality and Quantity of Leads to Increase Your ROI: Boost the Quality and Quantity of Leads to Increase Your ROI (Business Books)

Brian Carroll

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"Leads are the lifeblood of selling. This book is the lifeblood of lead generation."  
—Jeffrey J. Fox, bestselling author of *Secrets of Great Rainmakers*

# Lead Generation for the COMPLEX SALE

Boost the Quality and Quantity  
of Leads to Increase Your ROI

**BRIAN J. CARROLL**

Founder of InTouch Incorporated—recognized as one of  
America's Fastest Growing Companies by *Inc.* magazine

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**Brian Carroll : Lead Generation for the Complex Sale: Boost the Quality and Quantity of Leads to Increase Your ROI: Boost the Quality and Quantity of Leads to Increase Your ROI (Business Books)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Lead Generation for the Complex Sale: Boost the Quality and Quantity of Leads to Increase Your ROI: Boost the Quality and Quantity of Leads to Increase Your ROI (Business Books):

1 of 1 people found the following review helpful. This book has some great thoughts on marketing products that have a technical and ...By JR ChemThis book has some great thoughts on marketing products that have a technical and long sales cycles. The book emphasizes developing contacts at various levels in the prospect companies, about the best methods to maintain contact with prospects and about reaching the influences in the company. There is a good discussion about the interaction between sales in marketing to understand the ideal leads and to developing marketing to provide sales with a higher number of better qualified leads. Easy to read however it does use marketing and business terminology that those no in business already may need to brush up on.1 of 1 people found the following review helpful. still relevant and packed with actionable informationBy Roland FrasierI recommend this book to anyone engaged in a complex sales process, anyone starting a call center, and anyone looking for nuts and bolts actionable plans and materials for selling high ticket products or services in a multi-step sales process.Of particular use are the billeted summaries and graphics summarizing sections and giving action steps for implementation.While much has changed in the worlds of email, webinars and SEO, making the portions of the book on lead gen using those modalities a bit out of date and less useful, the parts of the book on lead scoring, ICP (ideal customer prospect), ULD (universal lead definition, sales ready lead identification and the coordination and collaboration f marketing and sales are tremendously valuable.3 of 4 people found the following review helpful. Taking the Complexity out of Lead GenerationBy Whiskey MarshallAs a marketing professional who recently made the transition from B2C to B2B, I have found Brian's book full of practical and useful tools for maximizing our sales and marketing efforts.The book is organized as a well-thought out process that takes you from some of the most common issues, such as defining your best leads and agreeing on a what a sales-ready lead is, to multi-modal tactics used to generate leads. In my opinion, the most valuable chapter, is the last one on lead nurturing, which combines many of the tactics highlighted early in the book into a framework to keep the conversation going with proper people at the proper level on a regular basis.We are using many of the ideas in Carroll's book with great success. As someone who reads several business/marketing books a month, Brian's book is one of the most practical books I own. I have read it many times and refer to it often. Do yourself a favor and get a copy.

Lead Generation for the Complex Sale arms you with a sophisticated multimodal approach to generating highly profitable leads. Brian Carroll, CEO of InTouch Incorporated and expert in lead generation solutions, reveals key strategies that you can implement immediately to win new customers, accelerate growth, and improve your sales performance. You'll start by defining your ideal leads and targeting your ideal customer. Then, you'll construct your lead generation plan, a crucial step to staying ahead of your competition long-term. To help you put your plan into action, Carroll guides you step by step to: Align sales and marketing efforts to optimize the number of leads Use multiple lead generation vehicles, including e-mail, referrals, public relations, speaking events, webinars, and more Create value for the prospective customer throughout the buying process Manage a large group of leads without feeling overwhelmed Identify and prioritize your best prospects Increase the percentage of leads who become profitable customers Avoid lulls in the sales cycle With Lead Generation for the Complex Sale you'll learn how to target prospects early in the buying process and make the most efficient use of sales productivity and marketing resources.

From the Inside FlapWith the complex sale emerging as the norm in today's business-to-business environment, it's more challenging than ever to keep a consistent stream of qualified leads in your sales pipeline. You've probably lost critical hours by relying on outdated methods or spinning your wheels looking for new tactics to push the sales needle forward. Lead Generation for the Complex Sale arms you with a sophisticated multimodal approach to generating highly profitable leads. Brian Carroll, CEO of InTouch Incorporated and expert in lead generation solutions, reveals key strategies that you can implement immediately to win new customers, accelerate growth, and improve your sales performance. You'll start by defining your ideal leads and targeting your ideal customer. Then, you'll construct your lead generation plan, a crucial step to staying ahead of your competition long-term. To help you put your plan into action, Carroll guides you step by step to: Align sales and marketing efforts to optimize the number of leads Use multiple lead generation vehicles, including e-mail, referrals, public relations, speaking events, webinars, and more Create value for the prospective customer throughout the buying process Manage a large group of leads without feeling overwhelmed Identify and prioritize your best prospects Increase the percentage of leads who become profitable customers Avoid lulls in the sales cycle How to increase the percentage of leads who become profitable customers Know how to identify and prioritize your best prospects Ready yourself for what's next — new and promising tactics With Lead Generation for the Complex Sale you'll learn how to target prospects early in the buying process and make the most efficient use of sales productivity and marketing resources. Plus, you'll pursue and capture future opportunities for viable leads. In a business environment where your competition is growing and your budget is inevitably shrinking, Lead Generation for the Complex Sale gives you the power to drive a fast, optimal return on your investment and keep a steady stream of new customers coming your way.From the Back CoverKEEP LEADS FLOWING THROUGH YOUR SALES PIPELINE! Leads are the lifeblood of selling. This book is the

lifeblood of lead generation."-Jeffrey J. Fox, bestselling author of *Secrets of Great Rainmakers* "If you can't generate a solid flow of good leads, your sales force-and your company-will fail. In this book you'll find practical and useful tools for building your sales and marketing efforts into a powerful system to generate high-quality leads."-Neil Rackham, author of *SPIN Selling* "Read this book and take the complexities out of your lead gen activities!"-Anthony Parinello, author, *.Getting to VITO, the Very Important Top Officer* "Carroll provides many ideas and lists to help companies improve, manage, and measure their lead generation performance. He does an excellent job of describing the use of the major contact tools for lead generation and nurturing."-Philip Kotler, Ph.D., S. C. Johnson Son Distinguished Professor of International Marketing, Kellogg School of Management/Northwestern University Master the Three Key Elements to Generating Leads Closed-loop feedback-Produces information from the sales force that can be converted to actionable tactics An integrated database-Crucial for an accurate picture of return on marketing investment Open dialogue-Good lead generation identifies, initiates, and nurtures relationships with the right people About the Author Brian J. Carroll is founder and CEO of InTouch Incorporated, one of the first companies to provide lead generation solutions for the complex sale and recognized by Inc. magazine as one of America's fastest growing companies. He speaks to 20,000 people a year on improving sales effectiveness and lead generation strategies. Carroll has been featured in publications including The Wall Street Transcript, Sales and Marketing Management, and Inc. His blog, <http://blog.startwithalead.com/weblog/> is read by thousands each week.