

Getting More and Better End-user Leads to Enable Growth

Key themes:

- How do I build trust?
- Segmentation:
 - o Industry Vertical
 - o Responsibility Level
- Business Topics vs. Technology Topics
- Small lead general events are better than large events
- Word of mouth referrals work best
- For executives: peer-to-peer is critical
- What is your target size?

What is a good LEAD?

- Where to get leads:
 - o Referrals
 - o Events
 - o D Mail
 - o E-Mail
 - o Search/SEO
 - o Tele-marketing
 - o Other Paths?
- Project vs. MSP Leads
 - o Buyerzone.com
 - o Requestfill.com
 - o Resourcenation.com
 - 10-25% sale
 - \$30-\$110 Lead
- Other tips:
 - o 70 dials/day
 - o 1000 contacts
 - o 10-15 Leads /month
 - o Appointments...C-Level "Get the appointment"
 - o Social Networking is key
 - Twitter
 - Facebook
 - LinkedIn
 - o Blog = SEO
 - Feedburner.com
 - Ping.fm

Other items:

- Define Lead
- Learn how to generate leads
 - o Which actions are working best
 - o Optimize telemarketing
- Executive Briefing/ Lunch & Learn
 - o Topic is important

- Time of Day
 - Morning/lunch for tech users
 - Evening for C-level execs

Key CompTIA Learning:

- Need Sessions/workshops/info on “Social Networking” & include:
 - Best Practices
 - Lessons
 - Tips