

# LEAD GENERATION



## **Effective Lead Generation Programs:**

### **The ones that actually work**

For most sales driven organizations a continuous supply of prospects is like blood flowing through the veins, so important it is for the sustainability of the business. Very few organizations command a customer pull and more often than not it is the customer that is wooed and solicited. With growth in competition and most product categories having easy replication or substitutes, to stay ahead in the game you need to know whom to prospect. The process of identifying prospects from the entire demography is termed as "Lead Generation" in marketing parlance.

Leads are extremely essential for a robust sales performance, however it is easier said than done and finding a continuous pipeline of high quality leads can be a challenge for even the most skilled and talented sales and marketing teams.





## At PSD Global, we believe:

### Lead Generation is an expert job and should be best managed by experts

The Sales force or the internal marketing team of an organization often lack both specialized skills as well as experienced telemarketers who are equipped with state-of-the-art technology and high quality lead generation managers. PSD global will guide you to those steps and help you in achieving the peak of success.

## Our Integrated Lead Generation Technique:

### The Right fit for any business

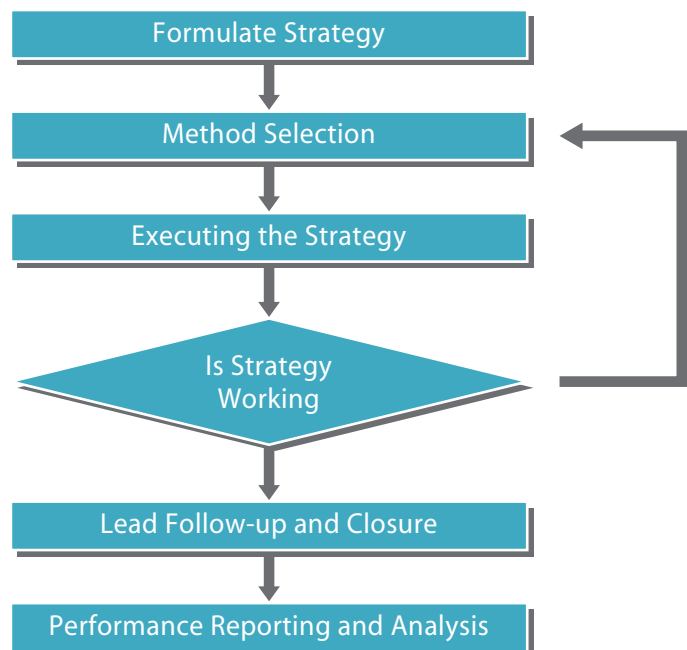
PSD Global provides its clients with customized solutions to match their specific investment & market entry challenges. We operate two business units and each of them provides their respective specialized business consulting. The first one deals with providing assistance to technology firms to implement their global sales and business development efforts and the second business unit is devoted to building lead-generation programs for local and national trade promotion & investment attraction agencies.

At PSD Global we have combined years of experience in successfully servicing clients across industry segments and product categories and create a unique and fully integrated lead generation program that brings together all the online and offline methods of lead generation. It weaves them into a seamless process ensuring that your target customer base efficiently moves through the different stages of prospection right from the initial contact till the sales closure will minimum spill.

## Components of PSD Global solution for an End to end Lead Generation Program

PSD Global provides Lead generation services for any type of product or service. For achieving objectives of identifying prospects for an organization PSD Global has provided a structured solution. Its components are:

### Integrated Lead Generation Process



## I. Formulation of Strategy and Scope

Before we began work on developing any lead generation process, we at PSD Global spend time in understanding your business goals, current and longer terms objectives, and capital and resource constraints. We have consultants who analyze these factors and then create a detailed strategy along with a scope document that charts our path for maximizing your company's return on its investment.

## II. Method and Channel Selection for Lead Generation

Once we have the business understanding and business objectives within our grasp, our team of experts will then assist you in selection of the most effective methods for lead generation. Message selection and sequencing of lead generation technique to maximize your sales at the same time minimizing the costs is the business philosophy at PSD Global. There are various channels for generation of leads with all having some pros and cons. The most effective lead generation methods are listed below

**Sales Letters/Direct Mail:** The most cost effective but their targeting has to be very precise always directed to the decision maker in the family/business else its conversion rates are quite low

**Telemarketing:** This method has a significant cost and time required along with making sure that we abide by the law and not call any prospect who opts for a "DNC" (Do not Call). This makes many businesses afraid of this approach however it remains an extremely effective method as the channel is live and the offer can be customized as we talk to the customer.



**Email Campaigns:** Similar to the Direct Mail and easier to manage as it is faster as well as economical. However it needs to be in the form of highly targeted eye catching emails else they risk the chance of being deleted without a read.



**Viral Marketing:** This involves producing promotions videos and circulating them through various online viral marketing mediums. This often produces leads for your business



**Online Web Events** - Another innovative way to advertize your product and showcase their features with the time and expense of having a traditional seminar.

The Leads that are generated through the different methods undergo a rigorous process of qualification and only those prospects which have a high probability of actual sales are passed on as "leads" to the Client.

## III. Executing the Lead generation Process

*As PSD Global we believe in a structured execution and follow a 3-step approach: -*

### a) Building Customer Profile

In this step, we would choose prospects among PSD Global's clients, partners, industry affiliates and proprietary database. We make your of the product understanding and our expertise in gauging which section of the demography will be most suited for targeting.

### b) Screening

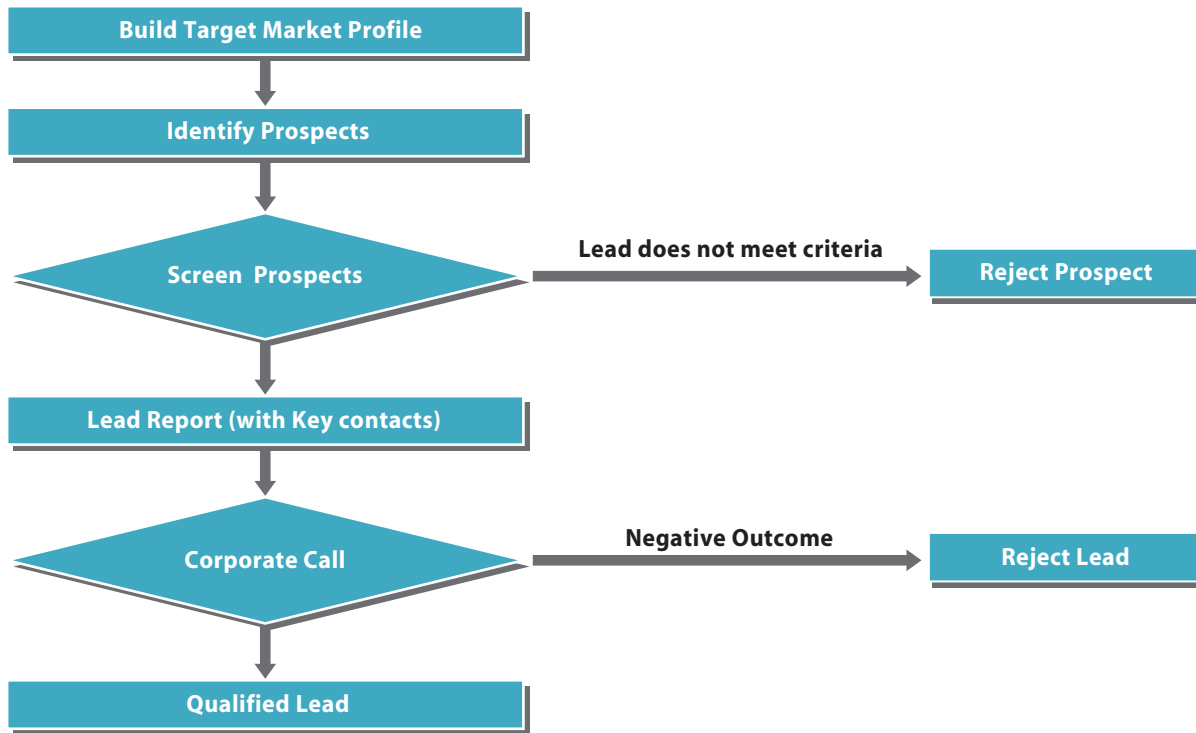
In the second stage, screening of these chosen prospects would be done. If the lead does not meet the criteria it will be rejected. If the lead meets the required criteria then it will be selected. This stage also categorizes the leads into different lead generation channels.

### c) Corporate Call

In this last stage, if there is a negative outcome with a particular lead then the proposal would be rejected there and while if there is a positive outcome with a specific lead then that will become the "qualified lead".



## Lead Qualification Process



### IV. Following Up the Leads

If we just stop at the execution stage, then our clients will be missing out on a large number of sales opportunities. As PSD Global we believe that in most cases it is perseverance and sustained follow-ups, not the initial positive response that closes a sales. Hence we have made follow ups an integrated part of our leads management program. The follow up methods are:-

- Follow up calls
- Reminder or follow-up direct mailers
- Follow-on emails

### V. Performance Reporting and Analysis (PRA)

This is one key aspect which if missed makes it extremely difficult to assess the impact of the lead generation program. PSD global is committed to assist our clients to understand the effectiveness of our programs and account for the marketing dollar spent. We specialize in recording and storing the responses to all our leads and creating effective reports which bring out the various metrics for measuring program effectiveness. Metrics like contact rate, response rate, conversion rate, number of contacts required, time for sales closure, etc. are key measure for ascertaining program effectiveness, and our detailed reports summarizes this information for our clients and makes it easier for them to make future marketing decisions



## Business Proposal of PSD Global

*With the flexible fee structure the PSD Global's deliverables are:*

- Providing 24/7 staff time to PSD Global
- Generating leads basic leads and qualifying them at each stage
- Marketing plan to effectively target the prospect base.
- Continuous supply of high quality leads
- Promotion of our clients by organizing awareness & marketing events
- Verification, development and acquisition of list
- Various types of surveying activities
- Allowing access to PSD Global CRM solution



## PSD Global Management

- Each Client will be managed by an experienced project Manager. He will be responsible for the deliverables and personally ensure the prospects, leads and meetings with officials of the client organization.
- CRM support & database preparation will be provided by PSD Global headquarters
- To ensure the smooth functioning of this project, we have a main team in USA and market research support in India, with senior associates in several other international locations

This PSD Global team is led by its CEO Patrick Dine who has an experience of over 30 years in business development in ICT companies & telecommunications, managing the international trade and investment and marketing assistance for non US ICT cos. in USA. Also there is a team of research assistants to help in this project. Jim Queens is the senior advisor and will also be heading both US and Indian research associate teams.

## Why PSD Global is the best choice?

We believe in delivering the best and due to this our experience is impeccable. We have a most experienced and efficient team who delivers the best output. This is the reason that our services are of best quality. As our team is unparalleled both in experience and technical knowledge, so PSD Global is the best candidate for generating leads across product categories. We firmly believe that PSD global is the best choice for your business for all lead generation programs. We also believe that our services will definitely exceed your expectations. We have a well-defined structured approach to achieve our objectives. This makes our services most efficient within the allotted the time frame. Our team not only carries vast experience and guidance but they also know the importance of delivering on time. We have relationships with various companies. We are members of various national & international trade associations that we have a formidable experience in generating leads and delivering a successful lead generation program. As our whole process is tried and tested in various situations that we guarantee the success of lead generation program to our Clients.

