



## LEAD GENERATION – Tactical



If you need to generate sales opportunities fast, then CPB's lead generation services are just for you. We adopt a simple but very effective process to identify sales leads – promptly.

Your audience can be quickly targeted through CPB's ProspectaBase, combined with your own records as necessary, and we can help in building an effective campaign brief to maximise the impact of the assignment. To further influence results, CPB creative can assist in the messaging and design of a campaign.

CPB's strategic campaigns are supplemented with a range of innovative automated digital techniques to ensure maximum success.

TechKnow.online, an IT industry news website with associated e-newsletter, is also employed to automatically drip-feed potential opportunities into campaigns. It offers independent news and views on the IT industry to its 180,000+ followers.

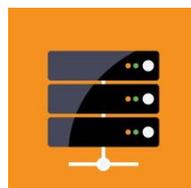
We will approach prospects on your behalf and ensure that both your company and your products & services are properly represented. Qualified opportunities are delivered to you securely via the CPB Sales Lead Manager portal.

### Typical Objectives

- To bolster a sales pipeline
- To promote defined services and solutions
- To assist in penetrating new markets

### Method

- A campaign briefing takes place to agree on the type of organisation to be targeted, the source of the target data, the preferred approach, the call to action and reporting and lead criteria. Any collateral to be emailed or posted is also agreed. This briefing is aimed at ensuring that the client's expectations are in line with what the CPB Campaign Manager feels is achievable
- A briefing document is then prepared by CPB and circulated for approval, and it is this that forms the basis for educating CPB's tele-marketers on the task in hand
- Our digital activity will commence and any interactions will be filtered and prioritised accordingly for follow up
- Decision makers or influencers within the targeted organisations are approached and the CPB telemarketer will endeavour to qualify whether a tangible opportunity exists. Relevant contacts are identified and nurtured throughout the campaign via a blend of direct telephone, email, web and social media
- The delivery of collateral and emails is overseen by the nominated CPB Campaign Manager
- Where an opportunity is identified, the telemarketer will generate a lead report after the call. If the follow up is urgent, CPB will notify the client immediately



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## LEAD GENERATION PLUS – Tactical

### Objectives

The objectives, method and reporting are the same as the tactical lead generation service but potential sales opportunities can be nurtured over an extended period.

- **Re-approached**  
Where the initial qualification was incomplete or further qualification is required from a secondary contact
- **Re-qualified**  
Should the client fail to progress the original opportunity
- **Advanced**  
To a more mature state through further CPB qualification and nurturing

### Lead Generation Reports

All lead reports are quality checked before they are distributed to the client via the CPB Sales Lead Manager. The aim is to get lead reports to a client no later than 9.30a.m. on the working day that follows the date of origin.

A statement of results is updated on a daily basis to give a simple snapshot of activity and results.



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