LEAD GENERATION – Strategic

CPB's strategic prospecting methodology is a long term approach to developing potential sales opportunities. The methodology aims to build stronger and more effective links between the prospecting process and your sales activity. This approach provides a deeper understanding of the prospects needs and a wider view of all potential opportunities.

This methodology is complemented with a range of innovative digital processes and comprehensive and accurate data, which come as standard components of all CPB's lead generation services and are designed to enhance your campaigns.

Intelligent Data

Lead generation campaigns can be seriously affected if poor quality data is used so CPB's very own feature-rich, IT specific database, ProspectaBase, is the answer to any data challenges.

ProspectaBase;

The UK's leading targeted database providing unrivalled intelligence for successful IT marketing campaigns.

The use of contacts and installation detail held within CPB's ProspectaBase accelerates the qualifying process and CPB can also support you in developing powerful and memorable messaging to maximise the impact of an assignment.

Digital & Marketing Automation

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 89,000 followers.

Comprehensive Solution

The combination of CPB's leading database, innovative digital procedures and expert vendor accredited telemarketers ensures that your products and services are perfectly represented and positioned.

All reports and updates are securely distributed to clients through the CPB Sales Lead Manager portal.

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Target Account Qualification

Typical Objectives

- To qualify potential sales opportunities within a list of targeted accounts
- To clarify the current situation in a number of key technology areas
- To identify existing IT partnerships and relationships
- To gain an understanding of corporate structure, the IT authorisation procedure and all influential contacts for overall technology approval

Target Account Qualification is project-based and is most effective if the work can be spread over a number of weeks. There are typically a number of individuals to approach within a targeted organisation and a diverse range of information to be captured.

- The pre-assignment procedure is much in line with that of our Tactical Prospecting where the campaign objectives are agreed between CPB and the client. The CPB Campaign Manager is then responsible for organising target data, briefing documentation and supporting collateral
- Information on the structure of an organisation is gathered by CPB's telemarketers from a variety of sources including the company website, trade directories, reference sites, social, CPB's ProspectaBase and telephone research. Names and positions of relevant contacts in key technology areas are also gathered
- Contacts are then approached by telephone and/or email to establish what is likely to happen within the key technology areas in the near future. The timescale for this to qualify as a prospect will be agreed with the client during the briefing. It is common that more than one sales opportunity is identified within a single targeted account
- The Target Account Report is compiled and submitted to the client once all relevant information is captured and/or information sources exhausted. Should an opportunity of an urgent nature be discovered, the detail will be forwarded to the client in advance of the Target Account Report being published

Reports

Target Account Reports are shared regularly with the client and are headed as either "Opportunity Identified" or "Nil Opportunity".

The TAQ summary gives a status snap-shot of all the targeted accounts and is normally published on a weekly basis.

An Excel export of all data is made available at the end of an assignment.

Nurturing Sales Opportunities

Typical Objectives

- To qualify short term sales opportunities
- To nurture longer term sales leads until they become short term, qualified opportunities
- To promote defined services and solutions
- To assist in penetrating new markets

This service is designed to cultivate sales leads over a period of 6 months or more, primarily for clients who need to concentrate on immediate prospects and don't have the means to develop medium to long term sales opportunities.

Method

A campaign briefing takes place to establish a consensus on the preferred approach, messaging and to highlight any salient competitive information. Collateral to be emailed or posted is also agreed. This briefing should ensure that a client's expectations are in line with what the CPB Campaign Manager feels is achievable.

- A briefing document is prepared by CPB and circulated for approval. This forms the basis for educating CPB's telemarketers on the task in hand
- The target audience, typically comprising a combination of dormant sales leads and other targeted organisations agreed at the briefing, are placed into a Qualification Database

Decision makers or influencers are then identified through a combination of client records, CPB's ProspectaBase, web and social media or direct telephone approach

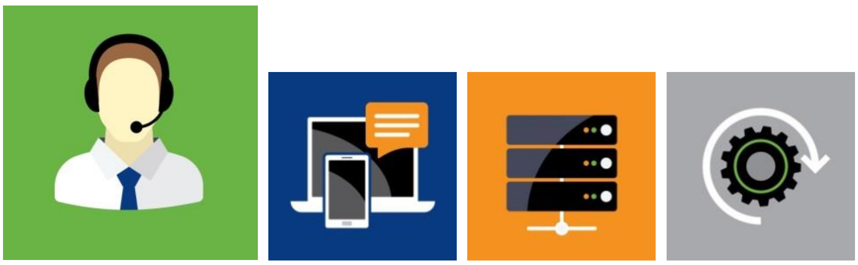
- The CPB telemarketer will then aim to qualify these organisations to determine where the opportunities lie and as a result a status code will be applied to all of the targeted organisations
- Once in the Nurturing Database each organisation will be "touched" – telephone call, email or direct mail – a minimum of once in every 4 week period with the objective of nurturing them through to short term, qualified opportunities.
- When a lead reaches a qualified status, it will be discussed with the client to determine whether CPB or the client will progress the lead further. Should the responsibility move to the client then the lead is updated on the Sales Lead Manager portal. The lead report becomes visible with full contact details, call notes, an outline of the opportunity together with the follow up agreed with the end user contact(s) – hopefully a confirmed meeting.

Reports

The Nurturing Database will be visible on the Sales Lead Manager portal.

An export of the Qualification Database will be made available at any time upon request.

A monthly report will be circulated giving a summary of activity, an overview of movement within the Nurturing Database, any pertinent comments and a summary of costs incurred in the project thus far.



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