

3.1 Leads

A lead is a potential customer whose interest in the products or services offered by your company is to be investigated. To aid understanding of the concept of lead, imagine a business card you picked up during a marketing campaign. The lead in question will then attract a series of sales activities that will likely culminate in the opening of commercial negotiations.

What kind of data can you save for each lead?

Just like a conventional business card, you can write the data of the physical reference person and the company for which they work or that they represent.

Where do leads come from?

You can collect leads from marketing activities such as exhibitions, sales campaigns, fairs, advertising, presentations, from your own website via webforms (see specific chapter), acquired lists, etc.

It's important to know where each lead comes from in order to perform continual assessments and answer questions.

Example:

- which channel generates the most leads?
- which channels produce profitable leads (meaning leads that graduate to become sales opportunities)?
- what is the ROI of a given trade event?
- how many leads have you collected and how many of them are sufficiently interesting to open an opportunity?
- on which channels is it worth making investments to boost your business?

Q Search...

LIST

+ Create | Other

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Action	Lead No	Last Name	First Name	Company	Phone	Website	Assigned To
<input type="checkbox"/>	LEA26	CORONAL	BRUNE	De BRUNE CORONAL s.n.c.	3395088235		formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA15	COSSTRAVEL	ALDE	Wallback - COSSTRAVEL S.p.A.	3463582373		formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA6	Davis	Jennifer	Vteorm	(851) 252-2877	www.demovte.com	formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA17	DONATELLES	BATTISTE	EffeEsse donatelles s.a.s.	292109719		formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA18	FANTASIA	MARIA	Polgritte S.p.A.	3385473549		formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA24	GLEARMIN	ADRIAN	Primara s.r.l.	329248368		formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA14	GNATABEL	GUIDE	GNATABEL - PolimorE s.n.c.	445362391		formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA2	Johnson	Patricia	T3m invest a/s	(951) 827-7432	www.t3minvesta/s.com	formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA4	Jones	Barbara	Vteorm inc	(958) 611-2019	www.vteorminc.com	formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA12	LOMANITIRE	CARL COSINE	Lomanitire - Trebasas S.p.A.	(833)39140402		formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA20	MARLIZZURCK	PAUL	Marlizzurck - Eravase S.p.A.	(308)831750154		formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA7	Miller	Maria	T3m invest a/s	(259) 048-3382	www.usabile-vte.com	formazione.vtenext@gmail.com (Francesco ...)
<input type="checkbox"/>	LEA9	Moore	Margaret	Vteorm inc	(757) 175-2221	www.vteuser.com	formazione.vtenext@gmail.com (Francesco ...)

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