

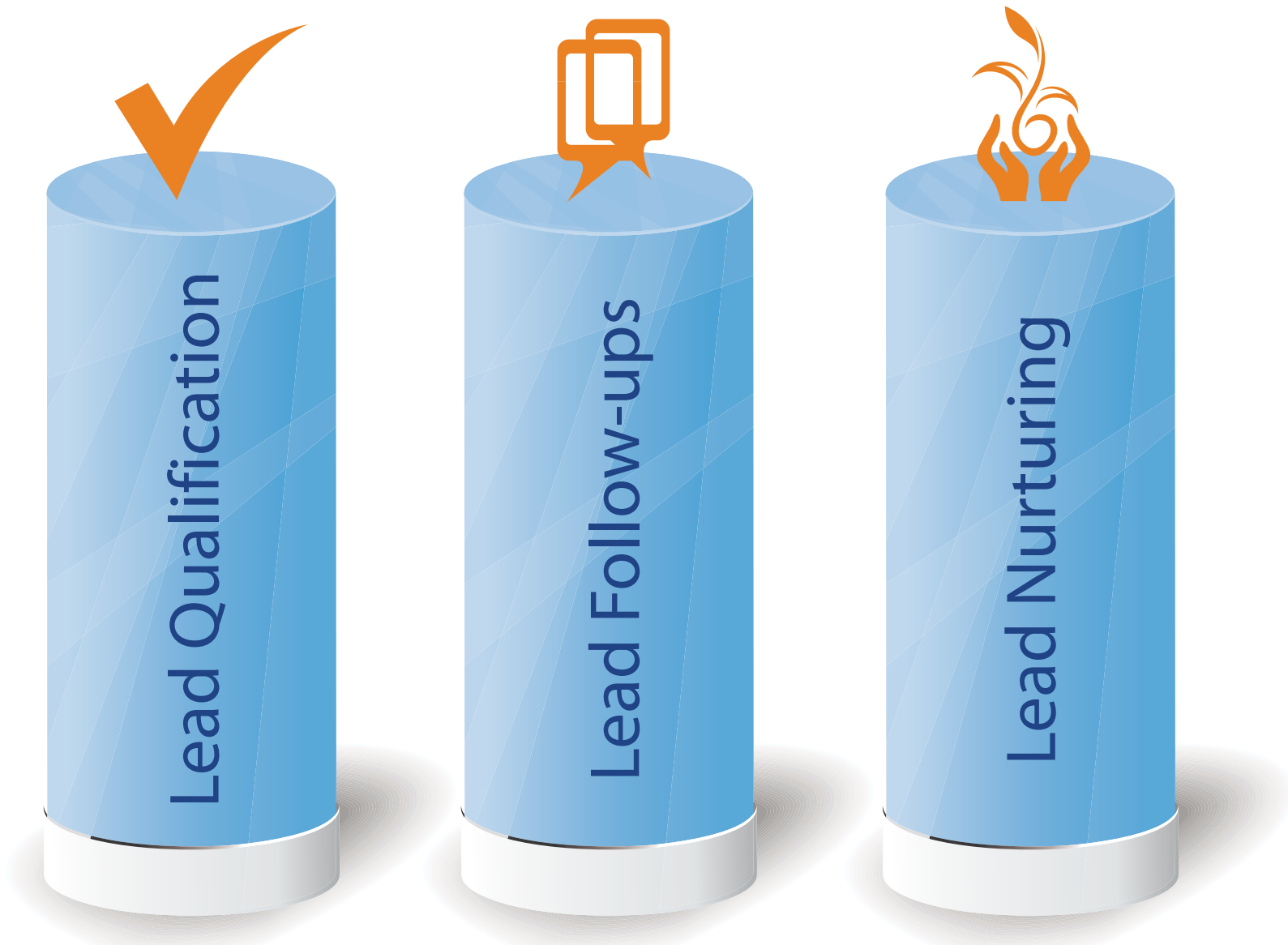


Lead Management

*Increase your pipeline velocity
and make more sales.*



How well you manage your leads has a big impact on the effectiveness of your marketing and sales efforts. This e-guide will give you an overview of three pillars of lead management:



LEAD QUALIFICATION

You need a formalized *lead qualification* process to make sure your sales team gathers the right information and turns it into actionable data that can be used to help you sell.

Lead qualification is a marketing investment that is guaranteed to give you a great ROI.

- Consistently gather essential information
- Empower your marketing campaigns
- Gain greater insight about your market



To successfully qualify leads, you need:

- A well managed CRM
- A disciplined and well coached sales team

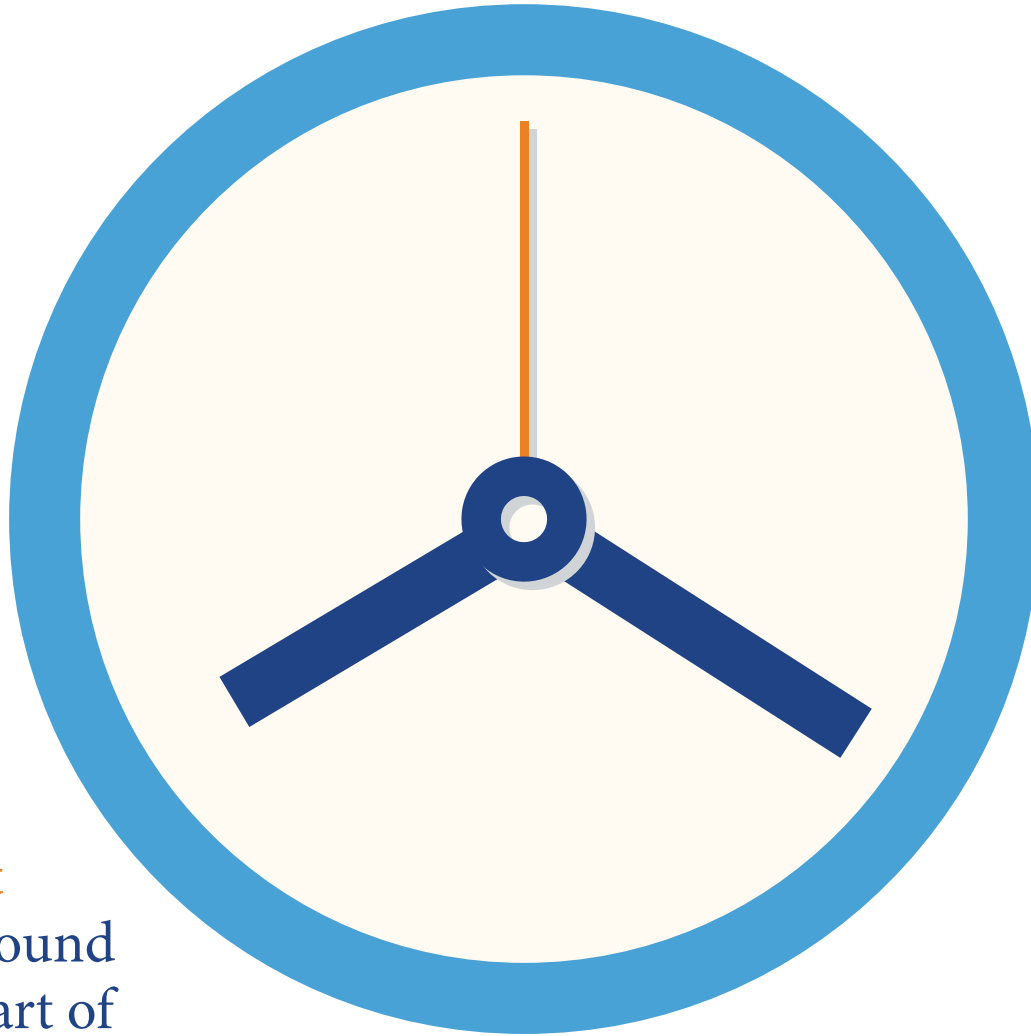
Without both of these pieces, your lead qualification efforts can't get off the ground.



LEAD FOLLOW-UPS

Your ability to properly follow up with leads can make or break your sales success. Make sure you know and adhere to best practices about when and how to follow up with leads so you aren't missing out on any opportunities.

When to follow up:

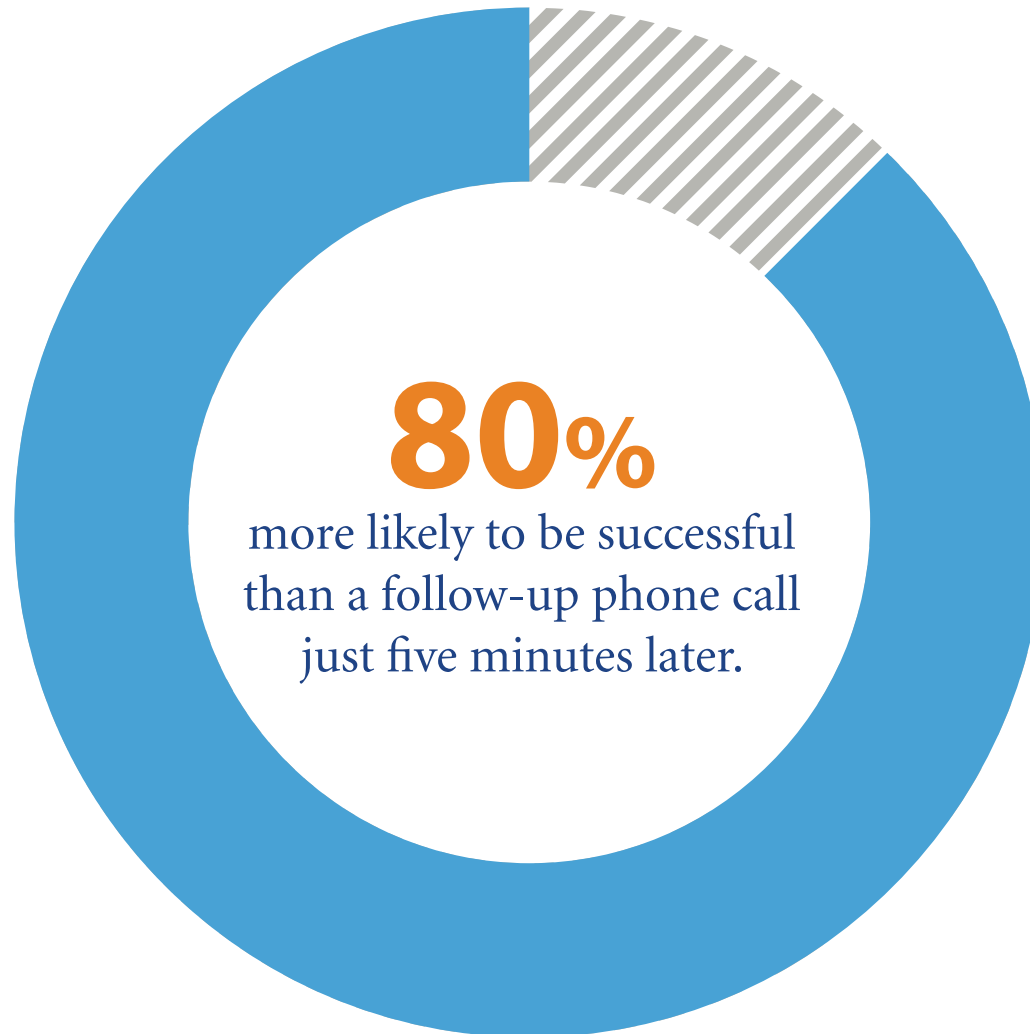


The **second best** time to call is around 8:00am at the start of the day.

The **best time** to call is between 4:00pm & 5:00pm.

How fast to follow up:

Follow-up phone calls made within five minutes of the lead filling out a form were...



How many times to follow up:

The chance of contacting a lead with **one phone call** is less than 40%.



90%



While the chance of contacting a lead **after the sixth phone call** is 90%.

LEAD NURTURING

If you talk with a prospect but the timing isn't right for the prospect to consider your product, you should put that prospect in a "lead nurturing" marketing campaign. Don't send generic marketing messaging to prospects if you know enough about to send them messaging targeted to their needs.

Who should use lead nurturing:

Unless you already know all of your prospects, lead nurturing can help you increase the effectiveness of your marketing messaging.



Who should receive lead nurturing:

Any prospect that has been qualified but is not currently in a sales cycle should receive lead nurturing messaging. You want to continue to build your relationship with qualified prospects so that when they are in a sales cycle, your company and your product will be top of mind.



How lead nurturing differs from other marketing:

The more closely you can identify and message to prospects' needs, the more effective your marketing program will be, and you can message more specifically to qualified leads because you know more about them than other leads.



Partner Effectively

If you would like to better manage your leads to increase your pipeline velocity and sales numbers, NuGrowth Solutions can help. To find out how, contact the NuGrowth team at **800-966-3051** or fill out a [contact form](#) and we will be in touch.



About NuGrowth

NuGrowth Solutions helps organizations grow their businesses with pace and purpose. We build and lead results-oriented, “sales as a service” business development teams and support them with exceptional lead gen marketing—utilizing our propriety territory management methodology to generate leads, build pipelines and increase sales for our clients.

4181 Arlingate Plaza, Columbus, OH 43228 | (p) 800.966.3051 (f) 614.388.5811 | www.nugrowth.com

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