



LeadG2: Getting Prospects to Raise Their Hands

Matt Sunshine

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LeadG2: Getting Prospects to Raise Their Hands was written to help key players within sales organizations navigate the changing research and buying patterns of prospects and clients. When applied, the principles and strategies in this book will help you generate more qualified leads for your sales team while also developing a new stream of revenue for your business. We make it sound simple...because it is. A shift in the way you present your brand, engage with prospects and customers, and manage the sales process will not only be beneficial to your business but critical to its survival. As more consumers (B2B and B2C) turn to online research long before talking to a salesperson, it is critical to identify who they are finding online. Are they finding you or your competitor? What information are they finding? *LeadG2: Getting Prospects to Raise Their Hands* walks you through our proven 7 Step Lead Generation System that we've successfully helped companies across the country implement and execute. The topics covered in detail include:

- 1.Planning for success and understanding your target persona
- 2.Creating compelling content that will attract new prospects to your business
- 3.Where and how to distribute your content for optimal conversions
- 4.How to convert visitors into leads and capture relevant information for sales
- 5.The power of analytics and what really needs to be measured
- 6.The importance of cultivating your leads (and how marketing automation can help)
- 7.Best practices for converting visitors into leads and using lead intelligence and lead scoring

Inbound marketing is about taking everything you already know—your market, your industry, your products and services, the solutions you sell, and your customers' needs—and turning it into thought-leading, lead-converting content. This content will not only educate but also ensure that your brand continues to be relevant and easily found online during the research and buying stages. After reading *LeadG2: Getting Prospects to Raise Their Hands*, you'll have the understanding and tools to implement your own inbound marketing strategy and, most importantly, you'll be in a position to transform the way you do business and approach the sales process with the consumers' needs in mind.

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