



Blitz Sales Lead Generation

Corporate executives are busier than ever. Sales representatives need an improved approach to find new clients. Integrating multiple sales lead generation tactics could be the answer.

The basic problems with the traditional cold calling approach are:

- Many sales people find cold calling to be unpleasant and an inefficient use of their time.
- A sales person cold calling for him/herself can:
 - Put the sales rep in a negative state of mind and destroy their motivation. A poorly motivated sales person will get very poor results.
 - Reduce a sales person's business status. Placing your sales person in a lower perceived rank reduces chances of winning profitable business.

Companies often try to avoid the painful cold calling approach by relying on referrals, tradeshow and third party resellers. Although each of these methods can generate positive bubbles of activity, companies generally require a consistent and persistent flow of qualified new prospective clients to build a strong sales pipeline.

The Solution:

Onset Marketing's **Blitz Lead Generator** is an Integrated Direct Marketing system that utilizes structured and timed touch-points to poll pre-qualified prospects, confirm qualification, generate leads and schedule sales meetings.

Blitz utilizes multiple media types to educate and establish communication with the prospect in the media type the prospect feels most comfortable. The eventual phone call, now a warm call, confirms prospect qualification and schedules a sales appointment.

Crucial to Blitz's success is Onset Marketing's extensive experience in selecting target markets, defining value propositions and creating strong "incentives to meet". Effective scripts and dedicated tele-prospectors maximize the number and quality of the sales leads.

Blitz is easy to cost justify – in many cases the margin earned from the first new client more than pays for the entire Blitz program. Blitz is best suited for companies where a new customer relationship generates significant revenue and profit in the first year, or the company is successful at retaining customers over the long term.

Contact Onset Marketing (www.OnsetMarketing.com) to see how Blitz can help you grow your company at (248)596-9788 or email Blitz@OnsetMarketing.com.

