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Lead Generation for the Complex Sale: Boost the Quality and Quantity of Leads to Increase Your ROI

Brian Carroll

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Lead Generation for the Complex Sale arms you with a sophisticated multimodal approach to generating highly profitable leads. Brian Carroll, CEO of InTouch Incorporated and expert in lead generation solutions, reveals key strategies that you can implement immediately to win new customers, accelerate growth, and improve your sales performance.

You'll start by defining your ideal leads and targeting your ideal customer. Then, you'll construct your lead generation plan, a crucial step to staying ahead of your competition long-term. To help you put your plan into action, Carroll guides you step by step to:

- Align sales and marketing efforts to optimize the number of leads
- Use multiple lead generation vehicles, including e-mail, referrals, public relations, speaking events, webinars, and more
- Create value for the prospective customer throughout the buying process
- Manage a large group of leads without feeling overwhelmed
- Identify and prioritize your best prospects
- Increase the percentage of leads who become profitable customers
- Avoid lulls in the sales cycle

With *Lead Generation for the Complex Sale* you'll learn how to target prospects early in the buying process and make the most efficient use of sales productivity and marketing resources.

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