



## Lead Generation for the Complex Sale

By Carroll, Brian

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More Praise for Lead Generation for the Complex Sale – Brian Carroll gets that marketing and sales must have a common definition of a lead and a “sales ready” lead is a targeted decision maker who is curious how you have helped someone with the same job title in the same industry achieve a goal or solve a problem. – Mike Bosworth, author Solution Selling and coauthor CustomerCentric Selling – The lead generation game has changed in the age of the Internet; if you don't have this new playbook your competitors will. Brian Carroll closes the loop on lead generation, taking you from defining Assigning sole responsibility for sourcing sales leads to marketing is abdication. While Lead Generation for the Complex Sale offers wisdom for marketers, it also delivers solid science to support sales prospecting in the high value complex sale arena. If marketing doesn't produce enough leads and sales people fail to make up the difference, business will inevitably decline. This book provides extensive help for maintaining an appropriate sales pipeline. These are the highlights that stood out for me: Mapping the customers buying process with a matrix on page 61. Understanding how a custo With the complex sale emerging as the norm in today's business-to-business environment, it's more challenging than ever to keep a consistent stream of qualified leads in your sales pipeline. Now you can boost your quantity and quality of leads through a proven methodology. Lead Generation for the Complex Sale arms you with a sophisticated multimodal approach to generating highly profitable leads. Brian Carroll, CEO of markempa, reveals key strategies that you can implement immediately to win new customers, accelerate growth and improve your sales performance. You'll start by def Lead generation services providers manage campaigns to discover and qualify customers for businesses, also known as leads. These services can be highly beneficial in filling an organization's sales pipeline with potential clients; providers can also assist with establishing initial communications and building interest in the brand (demand generation). A number of these providers will assist with follow-up campaigns and other "lead nurturing" to ensure the best possible conversion rate. Lead generation services, or lead gen services, are typically used by sales departments but can be