



THE 7 MISTAKES — THAT ARE KILLING YOUR — LEAD GENERATION

(AND HOW TO AVOID THEM)

Sales Redefined is an ROI driven sales and marketing integrator that creates lead generation and sales funnels for ambitious, growth-focused organisations needing to shift to a more digitally oriented sales model. We are high performance sales specialists and have a knack for uncovering trapped sales value in businesses. We have extensive experience working with corporate clients, specifically but not limited to IT and professional services.

Are you tired of churning out one lead generation campaign after the next and seeing little to no result? Yep, we hear you and to help, we've put together the top 7 mistakes we see businesses making and how you can avoid them!

01

Your lead generation efforts are one-hit wonders.



Unfortunately for all of us, one-hit wonders do not work. One email blast, one blog, one advert just won't cut the mustard.

Most sales can take more than 8 touchpoints before they convert; therefore, the only real way to get an ROI on your lead generation is to **build out a campaign with multiple nurturing touchpoints** (Hubspot).

02

It's all about you.



Sorry to burst your bubble, but it's not about you. Lead generation strategies that focus solely on you, your products, and or services are a massive turn-off for customers.

Start by putting the customer at the centre of your efforts and focusing on creating engaging and valuable content to help them solve their problems. **Consider an educational PDF, a video, or even a checklist.**



03



Your follow up is too slow.

The old expression “the fortune is in the follow-up” really is the case. Those who respond to leads within 60 minutes are 7X more likely to go on to have a meaningful conversation (Harvard Business Review).

Channel your inner Keanu Reeves and have a need for speed before your prospects go cold!

04



Married on first date point

Too many lead generation campaigns jump straight in for the kill with a strong call to action before prospects are ready. Put yourself into the shoes of your prospects and play the long game.

Remember, prospects need 8+ touchpoints, so start with low-risk steps such as a download or free video, and then build momentum from there.

05



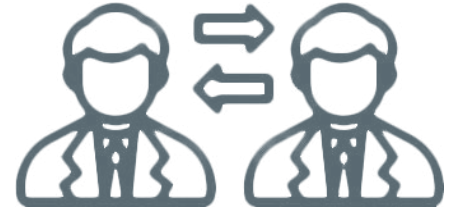
You give up too soon.

44% of sales reps give up after just one follow-up, yet 80% of sales take five follow-ups or more (Hubspot). Companies that excel at lead nurturing generate 50% more sales.

Consider your sales cycle and the typical period it takes to win a net new client. Don't give up, good things take time!

06

Your sales and marketing team are disconnected.



We all know there is often not a lot of love lost between sales and marketing teams. Unfortunately, this great divide often impacts lead generation as there is no smooth transition from marketing qualified lead to sales qualified lead..

For your next lead generation campaign, build a virtual 'Smarketing team.'

By bringing your sales and marketing teams together to create a SMarketing campaign, you are up to 209% more likely to generate higher revenue from your campaign (Source: Marketo)

07

Only digital.



Yes, we know it's 2021, and while B2B buyers are now showing 2X more preference for digital interactions over traditional sales interactions, this does not mean it should be a digital-only approach (McKinsey).

We believe in digital-first, not digital-only. Don't forget to add that human element; take a prospect out for coffee, or pick up the phone for a chat.



Found this helpful but still craving extra guidance?

In the digital world that we now operate in, SMarketing is the only way to get BIG results on your sales and marketing investment.

Why not schedule a FREE Sales Bomb, where you and your sales and marketing teams get the pleasure of spending 15 (free) virtual minutes with our Founder and Sales Guru, Abbie White. She uncovers the top lead generation tips that both your sales and marketing teams can execute immediately.

So, get moving and book in your Sales Bomb today!

[Yes, I'm in](#)

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After a number of lacklustre campaigns with some traditional marketing agencies, Sales Redefined helped us by finding the right contacts within our prospects to deliver net new leads to our business and a successful campaign. The fresh and engaging approach, quick and transparent process and interactive engagement, ensured that we not only delivered positive ROI to our vendor but ultimately onboarded new clients to our business.

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Paulo Mpliokas CEO Olympus Technology Services

