



SUPERCHARGE YOUR
LEAD GENERATION WITH
TELEMARKETING

WHAT THIS GUIDE COVERS

- I The B2B Purchasing Cycle
- II The Power of a Comprehensive Prospect Database
- III Integrating the Best Lead Generation Techniques
- IV Telemarketing – A Proven Channel for Lead Generation



THE B2B PURCHASING CYCLE

The B2B purchasing cycle illustrates the 3 main phases of the buying process for a B2B organisation.

SALES ENGAGEMENT

The Buyer engages with the Sales function of shortlisted suppliers to negotiate and finalise their evaluation.

RESEARCH

The Buyer is actively researching potential suppliers and their capabilities, to decide who to involve in the Sales Engagement phase.

Telemarketing to Buyers that are in the Research Phase will generate qualified sales leads and appointments.



PASSIVE

The Buyer is not actively looking for a new supplier, but needs to be aware of potential suppliers and solutions.

During the Passive Stage, Telemarketing is effective at identifying the right timescales for follow up and to ensure you are included in a Buyer's Research phase.

Many businesses focus their sales and marketing activity primarily on Buyers in the later stages of the Purchasing Cycle.

However, research from Buyersphere shows that 70% of successful sellers were already known to the Buyer prior to the Sales Engagement phase.

It is therefore vital to build relationships with Buyers within your target market BEFORE they begin speaking with potential suppliers in the Sales Engagement Process.

Telemarketing is an effective way of building relationships, through the power of a two-way conversation and human interaction.

An advantage that Telemarketing has over many channels, is that it builds intelligence around the likelihood of a future business need; identifying the timeframe over which Buyers are likely to want to engage with Sales.

THE POWER OF A COMPREHENSIVE PROSPECT DATABASE

A database of qualified decision makers in businesses that have a need for your goods or services is a powerful business asset. Good data is the foundation of effective lead generation and lead nurturing.

It makes sense therefore, to invest in making your database as comprehensive as possible. Company-level data can be bought, and will be typically selected using some simple criteria:

- Type of business by industry
- Size of business
- Geographical location
- Job function

The data available commercially is however limited. The Office for National Statistics reveal there are 23 million employed in the UK. However, only 500,000 records for contacts and their email addresses can be purchased.



55% of Marketing Directors cite
“telemarketing as a very effective channel” when following up on lead nurturing activity

A decision maker database for your specific market is therefore likely to be incomplete, and constantly degrading.

Telemarketing can address this challenge, as it can identify relevant contacts and enrich the data with valuable account profiling and contact information.

A database enhanced this way is not available for your competitors to purchase, as a list.

Up to date, comprehensive data, allows you to nurture Buyers with relevant content and email campaigns until they are sales ready - generating inbound leads and increasing the effectiveness of telemarketing through greater brand awareness.

INTEGRATING THE BEST LEAD GENERATION TECHNIQUES

Lead generation best practice combines an integrated approach across email, content marketing and telemarketing.

Modern Buyers often conduct significant self research when evaluating potential suppliers, reading content such as articles, opinion pieces and Buyer's guides.

With a comprehensive database of Buyers and their email contact details that has been built through telemarketing, you are able to create awareness of your business through sharing content, and to generate inbound leads and enquiries.

The key value of integrating content and email marketing with telemarketing is that it increases the performance of all of these channels.

Focusing the telemarketing calls on Buyers that are engaging with your content increases effectiveness; calling these warm contacts enables the telemarketers to reach more prospects, engage in more meaningful conversations, which results in more leads of a higher quality.

USEFUL FACTS

- Telemarketing is ranked as the **No.3** channel for lead volumes and **No.2** for lead quality
- Email marketing is ranked as the **No.1** channel for lead volumes
- Leads where the Buyer has been nurtured by content marketing are **74%** more likely to convert into customers



TELEMARKETING – A PROVEN CHANNEL FOR LEAD GENERATION

There has been a huge increase in available marketing channels - such as digital and social - and in marketing technology. Many of these innovations have promised to revolutionise lead generation.

Yet, if you dig a little deeper, many of these solutions are really designed to make a marketing manager's job more efficient, or to build brand or empower social collaboration. For businesses with large marketing teams and budgets that's great, as it helps them increase their reach.

Where resources are more limited though and the focus is on creating new qualified sales leads, prioritising the most effective lead generation methods is important.

For B2B lead generation in a defined market, Telemarketing, used intelligently, still works well to find Buyers with a requirement for your services, and a qualified interest in speaking to you.

“FOR EVERY **£1 SPENT** ON
TELEMARKETING **£11 OF REVENUE IS
GENERATED**”

The Direct Marketing Association

Integrated campaigns, using targeted data, where calls are made by highly experienced, professional telemarketers, is a proven approach to generating sales-ready leads with qualified Buyers.

ABOUT BEANSTALK

Beanstalk is an integrated B2B Telemarketing and Lead Generation agency dedicated to helping our customers win new business. Our expertise includes a wide range of B2B Marketing and Lead Generation disciplines, that are focussed on generating qualified leads with sales-ready decision makers.

We develop and deliver tailored inbound and outbound lead generation campaigns for both SMEs and Corporates, that generate sales appointments, qualified leads, web demos and inbound enquiries.



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