

# Improve the quality and quantity of **your leads**



## Do you want to

- › deliver high-quality leads for your sales team?
- › give your channel the leads they will want?
- › nurture prospects until they're ready to buy?

Selling complex products and services is about building relationships and engaging with prospects. At Outsource, we specialise in helping B2B IT companies find and connect with potential customers.

We can build an integrated solution which includes online, call centre and direct marketing elements or just work on one specific element of the lead generation process.

Companies partner with Outsource because we approach lead generation with a proven methodology that reflects how B2B IT sales work best.

The Outsource methodology maps sales processes to the prospect's stage in the buyers' journey.

For example untroubled and unaware prospects won't recognise a need if they're simply presented with product information.

They need to be educated so they recognise they have a problem. Then they need information that helps them recognise the business case and learn about possible solutions.

Finally – if they stay on the journey – they need specific product information and are likely to want a sales engagement.

Outsource works with you to map out your buyers' journey and then create marketing and sales campaigns that match.

### Five tips for effective B2B lead generation

1. Group your customers in terms of their needs and position your solutions in terms of solving needs – not technical capabilities.
2. Match your marketing to prospect's stage in the buyers journey.
3. Create programs that give your sales teams an excuse to contact a customer or prospect.
4. Demonstrate your market and technical expertise through your marketing. Don't hard sell.
5. Gather profiling information from prospects before giving away marketing assets like white papers.



3D Networks regularly relies on Outsource to provide lead generation services. Outsource's expertise in working with B2B IT and business audiences to find and qualify leads is just one reason they are our partner of choice for outsourced programs.

We also value their consultative approach, timely reporting and professional service delivery. It gives me and the rest of my team the confidence that we're working with a partner we can trust and rely on.

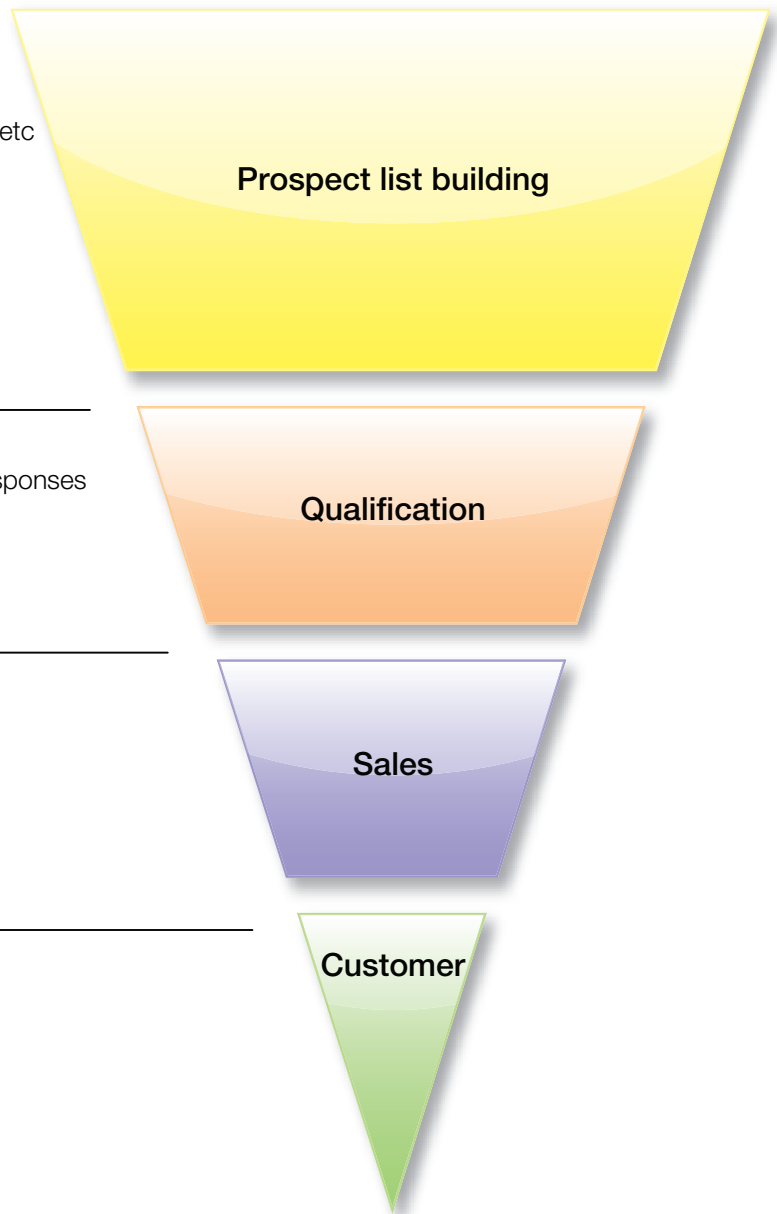


**Ayal Tusia**  
Marketing Director, 3D Networks



## Outsource's lead generation services

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- List sourcing from list brokers
  - Cleaning your existing prospect data
  - Telemarketing to secure email opt ins
  - Data entry of event feedback forms, business cards etc
  - Development of call-to-action campaigns to collect prospect names
  - Promotional giveaway sourcing
  - Return-to-sender direct mail data cleaning
  - Failed email data cleaning
  - Advertising design and media buying
  - Event attendance drive tele-marketing
  - Database platform build and data housing
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- Tele-prospecting to profile and map accounts
  - Web landing page design to collect online survey responses
  - Online white paper programs
  - StrategyMix-based lead generation programs
  - Product trial management program
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- Tele-sales appointment setting
  - Post product trial tele-marketing and sales
  - Telesales license renewals and upgrades
  - Inbound campaign response lines
  - Complete event management
  - Closed-loop lead allocation follow-up
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- Customer and channel satisfaction surveys
  - Loyalty program design and fulfillment
  - Crisis management contact centre
  - License compliance tele-sales
  - Customer data cleaning and management



## About Outsource

Outsource can help if you need new clients, want to reduce customer attrition or cross-sell more effectively.

Our proposition is simple.

Our team of marketing consultants, project managers, data experts, event managers, contact centre agents and designers become your extended marketing and sales support team.

Outsource provides a flexible, scalable resource which can provide as much of your marketing and sales support function as you need.

Whether it's strategic consulting to develop programs and plans that will accelerate sales, or creating sales collateral, events, lead generation and cleaning data, Outsource can create a solution that makes sense for your business.

14 years experience of B2B marketing and sales support and a heritage in the IT industry means Outsource understands how to help companies position and sell complex solutions.

For more information please visit [www.outsource.com.au](http://www.outsource.com.au)

