



**CHART**  
LEARNING SOLUTIONS

2455 FLAMETREE RD. VISTA, CA 92084  
T. 760.639.4020  
F. 760.639.4023  
WWW.CHARTLEARNINGSOLUTIONS.COM

## ***Tip Sheet #1*** **Selling Your Best in Turbulent Times: Lead Generation**

### **Lead Generation: Find New Ways to Fill the Funnel**



In these days of economic upheaval, no one can afford to be complacent—*no one*. Even if you're lucky to be riding high, most organizations know that more change is on its way. Finding new customers to fill your sales funnel is essential to keep your doors open when that shift happens.

The sales funnel is a useful tool for segmenting the three primary types of sales activities needed to confirm business. Work above the funnel is prospecting, inside the body of the funnel includes additional qualifying and sales conversations, and work in the lower neck of the funnel confirms business ready to "close."

Effective sales solutions require a broader, deeper, and strategic approach. Many new customers don't respond to cold calling salespeople or telemarketing campaigns to new purchased lists of prospects. Customers are still out there - the difference is in how we find and communicate with them. Using the 80-20 formula for time allocation, invest at least two hours a day looking for new business to keep a steady flow.

Here are seven ways to target markets that can put more qualified buyers inside your funnel. *Identify:*

1. Former customers who haven't purchased in awhile or who migrated to working with competitors
2. Customers, clients, or businesses currently buying from your competition
3. "Underperforming" customers with high potential not being realized
4. Other companies in a similar line of business as your top clients where you can offer similar solutions
5. Find other decision makers (departments) within an organization to offer solutions
6. Recent past employees of current customers now working with a new company
7. Referrals from past and/or current customers
8. Referrals from prospects who may not be a fit, but who know others that might be

If you're looking for new opportunities and to expand growth in a potentially shrinking market, use a multi-tiered approach to open new doors. This will help keep the sales funnel full when natural attrition occurs, keeping a continuous flow of business "dripping" out in economically uncertain times.

Consider your own offerings and make shifts where necessary:

- Offer a greater diversification of products and services
- Specialize in an area no one else does to create a unique value proposition
- Make niche market investments where necessary
- Beef up your web traffic, e-commerce, and online sales capabilities
- Offer value-added services
- Offer product and service specialization or customization

***Call 760-639-4020 for a free needs assessment  
and on-site program topics***