

# Better Business Bytes

Experts answering questions to help grow your business.



## **Lead Generation: Take Control of Your Company's Growth By Jim Barrett, President of Leads4Growth**

### **Q: How can my company reduce its dependence on referrals and build a more predictable pipeline of new business?**

I've never had a client tell me: "We love generating new leads". This essential business task has a way of ending up on the back burner. Isn't it easy to get focused on other "pressing" matters? In choosing to delay lead generation, you are choosing to delay your business growth.

Outsourcing your lead generation is a good start; let's define lead generation first.

- Calling key decision-makers in companies you want to do business with.
- Beginning to develop a strategic relationship with them.
- Selling your services as a high-value solution (which keeps you from competing on price).

I am not referring to the calls that interrupt your dinner. In the business-to-business arena, this kind of "hard sell" is not effective. Hype and aggressiveness won't grow your bottom line. Developing a peer-to-peer relationship with people who write the checks, or find people who have business problems for which you have a solution.

C-level decision makers are looking for vendors that provide solutions to their problems, not order takers. By positioning your company as someone who asks good questions and offers unique solutions you will add value to your position.

### **Q: How do you connect with that audience and build your sales?**

A good lead generator demonstrates the following skills to find and develop new leads:

- Able to collaborate with prospects and stimulate their thinking.
- Allows the prospect to set the pace.
- Shows concern for the prospect's problems.
- Doesn't assume they immediately understand and can solve the prospect's complex problems.
- Asks thought-provoking questions. And then actively listens.

You may find that your organization could use the support of an outsourced talent for new business development. Outside expertise may be the difference between whether your lead program is just "a good idea" or actually gets implemented. It's time to get your lead generation program off the back burner and drive new sales.



The MRCC B2B group provides information in a different area of expertise each issue of the Business Briefing. Jim Barrett is president of Leads4Growth; a lead generation and consulting firm. **For more information about lead generation for your business, please contact Jim at [Jim@leads4growth.com](mailto:Jim@leads4growth.com).** All published articles in this column will be archived on the B2B page of the MRCC website.

**If you have a question for the B2B group, please email it to [b2b@minneapolischamber.org](mailto:b2b@minneapolischamber.org).** You will receive an email reply by the appropriate expert within 5 business days. Selected questions may appear in future issues of the "Business Briefing" magazine.