

Don't Focus On Generating Leads Focus On Building A Leads Factory

7 Steps To Building A Profitable Leads Factory

**1) Hire A Lead Generator That Fits
Your Ideal Sales Candidate Profile**

**And Use This Position As A Step
To An Outbound B2B Telephone
Sales Representative Position**

**2) Have the Leads Generator
Pull Lists Of Target Prospects
Using Your Ideal Customer Profile Criteria**

**3) Have the Prospect's
Profile, Locations & Latest**

**Pertinent News Captured &
Pasted Into the Notes of the Account**

4) Use A Quality Contact Database

to

**Obtain the Names & Contact Information
For Each Of These Targeted Prospects**

**5) Have The Target Contact Information
Verified & Added To Each Account**

**6) Set-Up Automated
Lead Request, Lead Distribution
& Lead Tracking Systems**

**7) Task Your Sales Managers
To Ensure All Sales Representatives
Are Requesting, Receiving &
Contacting These New Leads**