



# Lead Generation Programs for **B2B** **Manufacturers**

## Program Description



### How effective is your sales team?

If you said: "Not as effective as they used to be," you're not alone.

The number one challenge facing B2B manufacturers today is how to improve the effectiveness of their sales team.

### Are you struggling with these problems?

- Can't get prospective buyers on the phone
- Can't get meetings with prospective buyers
- Fewer decision makers attending trade shows and conferences
- Distributors and other sales channels not growing sales
- More price buyers and fewer value buyers

ROM's Buyer Centric Lead Generation program helps B2B manufacturers solve these problems and improve the performance of their sales teams.

Here's how it works:

- The program takes on the lead generation role of traditional sales
- Your sales team no longer has to invest time cold calling
- Your sales team is able to focus their time and energy on closing sales (their strength) rather than chasing new business
- Your distributors and other sales channels produce more new sales
- The program delivers a continuous flow of highly qualified leads (buyers who are ready to buy) to your sales team

## Applications



### Use This Program When You Want to:

- Expand revenue from existing customers
- Increase new customer revenue
- Increase sales team productivity
- Increase sales channel effectiveness
- Reduce marketing and sales costs
- Increase customer retention
- Grow revenue from new markets

### Harder to Win Sales

B2B manufacturing is feeling the heat from many directions today. New customers are much harder to win. Existing customers are much harder to please. And all buyers are pushing for lower costs.

### Improve Sales Force Effectiveness

The most expensive and most valuable marketing resource the B2B CEO has is their sales force. Whether it's a captive sales team, independent sales reps, or distributors and dealers, it is critical that CEO optimize the productivity of these high value channels.

### Use Sales Force for Closing Deals

In the old model, you could hitch the company to the sales teams or sales channel and they pulled the train. Not today. This group still makes sales happen, but they can no longer pull the train. The B2B manufacturer must feed them qualified leads or buyers that are ready to buy. This is the job of marketing. And it's what the ROM buyer centric lead generation program provides.

## Benefits



### **Improve Sales Force Productivity and Grow Top Line**

- Increase revenue from your existing customers
- Increase new customer revenue
- Increase the productivity of your sales team
- Increase the productivity of your sales channels
- Reduce your marketing and advertising costs
- Reduce your sales costs
- Reduce the workload on internal marketing and sales staffs

- Create a continuous flow of tangible new business opportunities that are ready to close
- Enhance your company's value to your current customers, increasing customer retention
- Improve your credibility and reputation in the market place
- Gain more visibility in trade media

## What's Included

### Phase 1

#### Research, Strategy & Plan

Includes:

- [Buyer Centric Research](#)
- [Buyer Centric Marketing Strategy](#)
- [Tactical Marketing Plan](#)

In Phase 1 of the program, you will:

- Discover what your buyers want
- Learn why your customers really choose you vs. competitors
- Find out where your buyers go to get answers and how you can engage them

### Phase 2

#### Lead Generation

Includes:

- [Keyword SEO](#)
- [Web Site](#)
- [Blog](#)
- [Multiple Format Content](#)
- [Social Network Management](#)
- [Social Content Sharing Site Management](#)
- [Search Engine Media](#)
- [Trade Show Marketing](#)
- [Trade Media](#)
- [News Releases](#)
- [Lead Capture](#)

In Phase 2 of the program, ROM will:

- Create buyer centric content in multiple formats
- Regularly publish new content on your web site, blog and the Internet
- Generate visitors to your web site and blog
- Create subscribers (capture leads)

### Phase 3

#### Qualified Leads

Includes:

- [Lead Nurturing](#)
- [Performance Measurement](#)

In Phase 3 of the program, ROM will:

- Cultivate your subscriber (lead) database by sharing personalized content
- Migrate subscribers (leads) to buyers (qualified leads)
- Alert your sales team daily of new qualified leads
- Measure the program's performance
  - No. of subscribers (leads) generated
  - No. of qualified leads (buyers) generated
  - Sales revenue generated from qualified leads

## What do you want to do next?

1

If you found this eBook helpful and would like to be notified when new eBooks are published

2

If you would like to learn more about The ROM Group's all-inclusive outsource lead generation programs

3

If you would like a **FREE** sales program evaluation and custom lead generation program design

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## About The ROM Group



All-inclusive outsource lead generation programs.

The ROM Group is an all-inclusive outsource lead generation resource. ROM's programs provide a complete set of integrated services including:

- *Buyer research*
- *Program strategy*
- *Content development, publication, and promotion*
- *Social media management*
- *Lead nurturing*
- *Performance measurement*

The ROM Group team knows how to generate qualified leads in the current challenging sales environment. Our programs:

- *Integrate and support your current sales team*
- *Reduce your marketing and sales costs*
- *Measure performance and continuously improve*
- *Leverage both Internet and traditional marketing*

The ROM Group is a team of young marketers who understand and live in the new [buyer centric](#) world. We understand how to:

- *Attract and connect with buyers*
- *How to communicate with them on their terms*
- *How to nurture their interest*
- *How to fulfill their [Purchase Decision Process](#)*
- *How to migrate them from prospect to buyer (with no human interaction)*

For more information or to request a proposal, please contact:

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