



# Lead Generation Programs for **Professional Service Firms**

## Program Description



### Rainmaking Efforts Are No Longer Enough

Many professional service firms are seeing their traditional rainmaking sales efforts weaken and become ineffective.

- Fewer decision makers are attending networking opportunities
- It's more difficult to get decision makers on the phone
- It's more difficult to get meetings with decision makers

### The Solution

ROM's Buyer Centric Lead Generation program solves the core problem of how to contact and engage prospective buyers.

Here's how it works:

- We create content your buyers are actively seeking via online search engines
- We publish the content where your buyers spend time (search engines, trade association web sites, blogs, news sites, trade shows and conferences, trade journals, etc.)

- This drives buyers to visit your web site and your blog
- At your web site, buyers must register to get the content they are seeking
- Once they register, we track their interests and regularly send them personalized content to build value and trust (we never SELL or PROMOTE)
- These leads slowly migrate toward the purchase decision or qualified leads
- We then share these qualified leads with your current rainmaking team to close the sale
- We continuously track the results and improve the program's performance

## Applications



### Use This Program When You Want to:

- Increase sales revenue from your existing clients
- Increase the number of new clients
- Reduce the number of lost clients
- Create a consistent flow of qualified leads that are ready to buy
- Improve the effectiveness of your rainmaking team

Many professional service firms are partnerships. The individual partners typically are responsible for revenue for their own area of business rather than having a sales team dedicated to generating and converting leads.

This structure becomes a problem when the partners get busy with billable work. The time they have to give to sales drops off. So despite the size of the firm, the firm's sales efforts function like a one man consultant wherein you sell hard, win business, then work on the business and stop selling. Today, this approach simply doesn't work.

The ROM Buyer Centric Lead Generation program generates sales while you are billing hours. It makes your sales time far more efficient by keeping it short and focused on closing deals rather than hunting for deals.

## Benefits



### **Generate New Sales While You Focus on Serving Your Clients**

- Partners can spend more time billing hours and less time chasing new business
- Reduce the revenue swings caused by selling only when you're not busy
- Reduce the sales workload on partners and support staff
- Create a continuous flow of tangible new business opportunities that are ready to close

- Enhance your firm's value to your current clients, reducing client churn (or loss)
- Improve your credibility and reputation in the market place
- Gain more visibility in trade media and local mass 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

[Click Here](#)

## 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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