

ProspectSoft™ CRM Boosting Lead Generation



**ProspectSoft™**  
No. 1 CRM FOR GROWING BUSINESSES

A man in a dark suit and white shirt is shown from the chest up, holding a magnifying glass over a document. The image is heavily stylized with a blue and white color scheme, giving it a high-tech or analytical feel. The man's face is partially obscured by the magnifying glass's handle and the document he is examining.

# SPECIAL REPORT **BOOSTING LEAD GENERATION**

Part 1 of the ProspectSoft™ Growing Business Series.

## From the Editor

Dear Reader

The simple fact that you are now reading this report is proof that our marketing strategies work! The aim of this report is simple – to help you generate more leads, resulting in more sales and helping you to grow your business.

12 months ago, several of our UK CRM (Customer Relationship Management) customers and resellers were asking us to help with their lead generation. They, like most businesses, were generating only 0.25% response rates from cold marketing campaigns. Such a low response rate was costing £1,000s in lost opportunities, lost leads, lost customers, and was holding back growth. CRM is all about business growth, but it takes more than just technology to improve business performance.

This report is the result of one year's worth of research, trial campaigns, analysis and consultations with business experts and marketing guru's, and a £50,000 investment in improving the lead generation process.

Following enormous initial success in improving these marketing returns, we went on to help many other similar businesses. After applying what had been learnt during our trial campaigns to their marketing strategies, they too have dramatically improved their businesses and generated more leads than they ever expected.

You can't keep good news quiet, so we have turned this valuable experience into a practical and useful guide for anyone keen on securing future prosperity for their enterprise.

This Special Report on Boosting Lead Generation is [Part 1 of the Growing Business Special Report](#) series from ProspectSoft™. It provides a simple practical guide for increasing short-term lead generation, as well as a source of ideas and inspiration for those who are seeking long-term strategies for continuous improvement. The report provides many well-proven techniques with a tested track record; it includes some clever, cost-effective ideas to boost response rates and some extra, low-cost activities to squeeze out those last few enquiries.

This could be the first step towards growing your business. Have an enjoyable read!

**David Hunter**  
Report Editor  
ProspectSoft Ltd

P.S. Once you start generating more leads, you may be interested in [Part 2 of the Growing Business Special Report series](#). Part 2 follows on directly from this report with details of how to maximise lead conversion. Part 3 of the report series then moves on to helping maximise customer relationships and value over the medium and long term.



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## Introduction

The fact that you are reading this proves our strategies work!

This special report covers six core activities for boosting lead generation:

### Consolidate!

Start your growth on the right track - review and plan your activities.

### Innovate!

If you don't, you will do what you've always done, and get what you've always got!

### Analyse!

Find out what works for you, and what doesn't. Good analysis also drives good innovation.

### Iterate!

Build small success on small success, and keep doing it!

### Orchestrate!

Once you discover a winning formula, apply it to all your activities.

### Automate!

Be professional, maximise efficiency, get control of your business and secure more leads.

These activities are interrelated, and only by following them all, repeating them and re-applying them to your business campaigns, will you beat the competition.

Typically the competition is, by definition, achieving the national average of **0.5% response** - how much more effective would you be if you could achieve a **4% response** rate from a **cold database**?

For every 5 leads the **competition** gets, **you** will be getting 40!

After the experience gained from working with thousands of customers, conducting various trial campaigns, analysing the results, and consulting with numerous experts, ProspectSoft™ has helped many of our customers achieve their perfect formula for successful lead generation!

This report is straightforward and it has proven to be successful! If you are looking for a shortcut to boost your leads, simply read on!



## Activity 1: Consolidate

“Objectives are what we want to achieve, strategies are how we get there.”

**John Westwood** famous author on marketing planning

### Where are you starting from?

The first step to success always seems to start with one question – where are we now? I am sure you are as eager for quick improvements as everyone, but if you really want to generate more leads, first you need to pause for just a minute and do some basic analysis. Without it, you will struggle to achieve success and may even struggle to distinguish success from failure.

Can you answer the 3 questions in the box below? You may not yet have all this information. If you don't, you should start thinking of ways to begin collecting it. Without a basic idea of your starting point, it will be impossible to know if you actually move forward.

#### Consolidate

Where are you starting from?

- How many leads do you currently generate each month?
- What activities generate them?  
- Mail-shots, e-shots, others?
- What response rate do you get from each?

**Without a clear-cut plan, your strategy will end up like something straight out of Alice's Adventures in Wonderland:**

**Alice:** Would you tell me, please, which way I ought to go from here?

**The Cheshire Cat:** That depends a good deal on where you want to get to.

**Alice:** I don't much care where!

**The Cheshire Cat:** Then it doesn't matter which way you go.

#### A Basic Plan

- What are our objectives?
- What are the strategies to achieve those objectives?
- What is the action plan?

### Planning!

We realise that you may find planning boring, so if you do... just skip it... **at your peril!**

Planning does not have to be as boring and tedious as some might imagine... after all this is a practical guide, aimed at giving you a fast improvement in lead generation. You don't need to write a 200-page marketing plan, but if you don't know what your objectives are, you simply won't achieve them... Just ask the Cheshire Cat! (have a look at the box if you don't know the Alice in Wonderland book by heart).

At this stage, we just need simple targets. How many leads do you want to generate, for which products, from which audience. To facilitate your planning and to help achieve your objectives the ProspectSoft™ team has developed some simple Action Plan Templates. If you haven't already set these kinds of objectives, simply visit: [www.prospectsoft.com/moreleads/resources](http://www.prospectsoft.com/moreleads/resources) to download your template and start the process of boosting your lead generation!

P.S. These Excel templates are as simple as we could make them, but are still somewhat manual and time-consuming. For advice on faster, more accurate planning and analysis, see the final activity in this report, which concentrates on the benefits of Automation.

## Activity 2: Innovate

In recent business articles published by consultants from the Harvard Business Review, innovation is described as “the essence of growth”. There is no end to innovation, and we certainly don’t have a monopoly on the best ideas. However, this section of the report does provide some innovative suggestions and “quick wins” for boosting lead generation. The ideas below are some of the best innovations that came from our extensive marketing trials. They worked for many of our customers; they could work for you too.

One important note of caution at this stage: don’t change your whole marketing approach on a whim. If you rely on a current mailer response for your ongoing business but want to try a different approach – do a trial or sample – don’t risk your core lead source, it may not be ideal but right now it’s still the best you’ve got.

Improving response rates lies in innovation. Put simply, the old adage “if you do what you’ve always done, you will get what you’ve always got” could not be more appropriate. There are an infinite number of possible innovations, however in the pages that follow we have selected ideas that have been proven to work and can be implemented cost effectively:

- Direct Response – offering a “Carrot”
- Designing a Winning Message
- Strong Targeting
- Expanding the Media
- Web Marketing

Innovation isn’t always easy, but in the following few pages you will find some tried and tested ideas that we know have worked for many businesses and have achieved some striking results!

“All it takes is one idea to solve an impossible problem.”

**Robert H. Schuller** innovation expert

### Looking for More Ideas?

Why not book a place on one of our FREE Business Growth Workshops?

[www.prospectsoft.com/events](http://www.prospectsoft.com/events)

“In order to improve, you must change something... never everything... just something.”

**Tom Williams** Guru in problem solving techniques

## Direct Response – offering a “Carrot”

**Offering a “Carrot”** to trigger a Direct Response is results oriented. It creates an immediate, measurable reaction from the target audience. It is all about effective communication and triggering a clear, immediate and measurable reaction.

### A “Carrot” Response is MEASURABLE:

- Tangible - justify the marketing budget
- Improve response rates
- Improve quality of marketing communications
- Improve continuity in lead generation
- Boost your lead generation

To be successful in an ever more media-intense world, you need to offer something valuable, interesting and innovative to your target audience that they can quickly and cheaply acquire – by responding with their details. Perhaps offer a free report, free book, free or discounted seminar, discount vouchers, free samples - even a free brochure would be better than just “call us”.

Think about it... after all you or a colleague downloaded this report!

**Offering a “Carrot”** provided the single biggest increase in response rates during the trials.

By eliciting clear responses, and in high volumes, mailers and other marketing media that offer a “Carrot” are also easier to analyse. As you will see from Activity 3: Analyse, good innovation is pointless without the ability to analyse the results. For more help on implementing innovation, or analyzing the results, why not book a place on one of our Business Growth Workshops at [www.prospectsoft.com/events](http://www.prospectsoft.com/events)

### Innovative Discovery:

A “Carrot” Response can be up to 8 times more effective than traditional messages. It also provides for easier and more effective analysis.

### Curious Facts:

ProspectSoft™ has generated over a 4 times better response with a “Carrot” Response than with traditional direct mail.

# Designing a Winning Message

**Offering a “Carrot”** is a great start, but equally important for a successful campaign is creating the right message to generate the right leads.

This topic is big enough for a special report of its own, but for a quick start, try the pointers in the “Tips Corner A and B”. Many businesses have applied these simple principles and have doubled their response rates. Why don't you test your messages against these simple points?

## Tips Corner A

### Ensuring a mail-shot gets read

- 1.** Brief, attractive, benefit-oriented heading, to act as curiosity teaser
- 2.** Appeal to the readers' self-interest
- 3.** Stress the benefits and the features of your offering
- 4.** Push gifts and incentives
- 5.** Clearly identify the next step- avoid weak, vague and uncertain endings
- 6.** Use facts and figures! Justify your arguments! Give the reader reasons to respond now instead of later
- 7.** Be Targeted: deliver specific messages to specific audiences
- 8.** Be Personal but Professional! Be different! Be bold and innovative!

## Tips Corner B

### The 4 Psychological Needs of Permission Marketing are

- 1. Anticipated** - People look forward to hearing from you
- 2. Regular** - Contact with the prospect is frequent but anticipated
- 3. Personal** - The messages are directly related to the individual
- 4. Relevant** - The marketing message is about something the prospect is interested in

Make sure you include those principles when designing your winning message! Speak to your customers as friends, not strangers!

Permission Marketing aims to satisfy the 4 psychological needs of the prospect. By following its principles you will turn strangers into friends willing to pay attention when your message arrives in an expected, appreciated way.

**Seth Goddin, Permission Marketing**

“Words calculated to catch everyone may catch no one”

**Adlai E. Stevenson** USA State Governor

# Improve Your Results with Clear Targeting

Clear Targeting will boost lead generation! Although often disregarded, determining the profile of your target group, and identifying the most potentially responsive ones is an essential step in securing more leads. Unfortunately it is often done badly or simply incorrectly – targeting is a science not an art!

**Target groups can be categorised by almost anything, including:**

- Business Sector (SIC)
- Company Size
- Geography
- Job Role

Why do most companies get targeting wrong? Because careful targeting isn't about sitting down and imagining who might respond... it is about measuring who does respond. The "M"- word fills many people with dread but measurement and analysis is the only way to find the right targets. To download some simple templates that facilitate targeting and analysis go to: [www.prospectsoft.com/moreleads/resources](http://www.prospectsoft.com/moreleads/resources). While these Excel forms require manual data input, they are a good start. Alternatively, take a look at Activity 6: Automate, or book your place on a free Business Growth Workshop now! Visit: [www.prospectsoft.com/events](http://www.prospectsoft.com/events)

## Curious Facts:

By way of example, Sales Directors are approx. 4 times more likely to respond to a CRM mail-shot than Finance Directors.

**ProspectSoft's own Trial Campaign 2005**

## Curious Facts:

Lloyds Bank Plc has recently improved effectiveness of communications by 21% by using targeted personalised messages rather than broad message templates. Automated communications management was seen as the key factor for such success.

**"A Targeted Marketing Campaign is a Successful Marketing Campaign."**

**Robert Bly** Direct Marketing expert

## Innovative Discovery:

The winning Formula - a fundamental increase in leads for ProspectSoft™:

### Targeting by Job Role - Finance Directors Vs Sales Directors

In a trial of 10,000 targets, despite a strong focus on accounts integration, Sales Directors showed themselves to be more than **4 times** more likely than Finance Directors to respond to mailers on CRM. In this trial campaign, recipients with Sales job titles registered a **4.2%** response rate, in contrast to those with Finance positions who registered only **0.9%** response rate. Such a difference would clearly be fundamental for any marketing activity. Who are your best targets? And how much would you benefit from improving average response rates by a factor of four?

Source: ProspectSoft™ Trial Campaign 2005

## Expanding Results with Varied Media

Mailing is a classic and proven way to communicate with your customers, promote your products and raise brand awareness.

### What you don't know...

Depending on your customer base and message, e-shots may be just as effective, or even more so than mailers – and a lot less expensive – unless you try it and measure the results you may never know. Often, a mixed activity will be the most effective – i.e. mixing mailers with e-shots and other media.

### Other varied media

Whether you have a focus on mailings or not, you should experiment with a variety of media... the most expensive may not be the best. Below are several more ideas that ProspectSoft™ and its customers have found useful and successful. You may want to try them too:

**E-Mail Footers with links to e-mail or web addresses** With hundreds of e-mails sent by every company every day, ignoring this powerful marketing media is simply criminal. Every e-mail should end with a simple message that not only promotes the brand and creates good brand awareness, but also presents another mechanism for generating immediate response - ideally with a "Carrot". If you need tips for successful e-mail footers and how to implement them, visit [www.prospectsoft.com/events](http://www.prospectsoft.com/events) and book a place on a Business Growth Workshop today.

**Fax-Shots** Not everyone's idea of innovative, but fashions are cyclical and with less companies using Fax-shots today, your message may have a good chance of standing out. Make sure you visit [www.fpsonline.org.uk](http://www.fpsonline.org.uk) before initiating a fax-shot campaign!

**Advertising** Despite the argument that adverts are costly and inefficient, advert audiences can still be focused- e.g. billboard adverts at football grounds vs. airports, television/radio adverts at different times of the day and different channels...such targeting is likely to generate better responses, but remember, include a "Carrot" Response mechanism for maximum results (see earlier in this section for more details).

**Newsletters** Newsletters can prevent you overwhelming your prospects/customers with too many different mailings and e-shots, and can generate higher response rates than "hard-sell" messages. Embedding web links with "Carrot" Response mechanisms will significantly improve the effectiveness of your newsletters.

**Seminars and Workshops** The chance to get in front of your prospects and educate them is the foundation of a good relationship. Why not book your place on a ProspectSoft Workshop? Visit [www.prospectsoft.com/events](http://www.prospectsoft.com/events) to book your FREE place.

### Innovative Discovery The winning Formula:

**1 Mailer  
+ 2 E-shot follow ups  
= 3 times BETTER RESPONSE RATES  
for little extra cost.**

In many of the trials ProspectSoft™ ran, mixing mailers and two e-shots provided the ideal formula: cheaper than 3 mailers, more effective than just mailers or just e-shots.

## Web Marketing

The web is a marketer's dream; everything is measurable and results are immediate. I am sure you put a great deal of effort into your web pages to make them interactive and interesting to the user but what do you get in return?

Make sure you use "Carrot" Response mechanisms in your site to elicit measurable results and to open a direct channel of communication with your visitors. Whether you offer a sign-up for your industry newsletter, a free catalogue, an online demonstration, a special report or pure and simple bribery, make sure there is a clear reason for visitors to take action.

### And Finally...

You have to innovate, but you would be wasting your time if you didn't then monitor and analyse which innovations work. While analysis sounds dull, surprisingly, it is often the best catalyst for innovation...as you will see in the next section.

#### Innovative Discovery:

Include web-tracking methods on your website to monitor how many web leads have been generated per month... where, when, why and how. You can triple your response rates.

- Use automated tools to register the results
- Use automated systems to analyse these results

"If you build a website and no one sees it, is it really there?"

Web marketing is absolutely key to new business sales.

Where else do customers come looking for you?"

**Kathy Craze** Applied Business Computing Ltd

#### Useful Web Page Tips

- Attract users with "Carrots" as gifts or offers
- Use promotion codes in your e-shot/mail-shot to track which mailing campaign has generated which leads
- Make users register through a web page to receive your offer or gift and ask them to input the code of any e-shot/mail-shot on the registration page

## Activity 3: Analyse

In the previous section we discussed just 5 innovative ideas for improving response rates.

### Why?

Because they provide measurable results, allowing for analysis and continuous improvement. It is critical to be able to analyse what worked, what didn't, what can be improved, and by doing so you will generate further innovation and improvement.

“Innovation is not absolutely necessary, but then neither is survival.”

**Andrew Papageorge** Innovation Consultant



### Looking for More Ideas?

Find out how ProspectSoft™ can boost your leads. Book your place on a free Business Growth Workshop now! [www.prospectsoft.com/events](http://www.prospectsoft.com/events)

# Campaign Analysis

Analysis can be complicated and hard work. Below are some simple comparisons that can be easily calculated and give an objective view of what works and what does not.

## Comparing different marketing activities

- Calculate the effectiveness of each campaign!
- Justify its budget!

### Compare The Campaign Costs

- Cost per Enquiry
- Cost per Quote
- Cost per Order
- Cost per £ Ordered

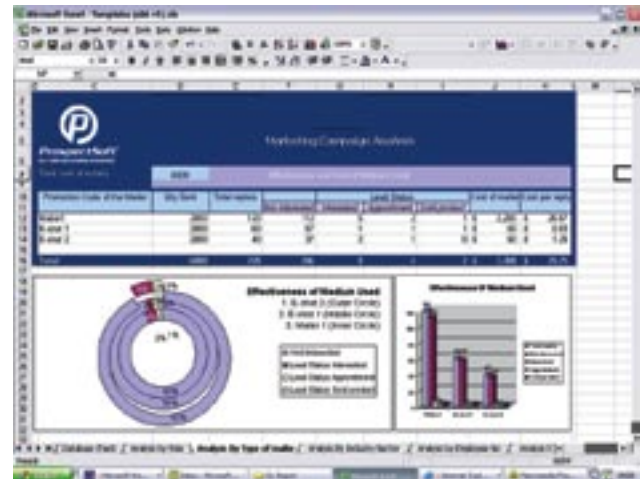
### Compare Response Rates for Each Media Used

- Mailer
- E-shot 1
- E-shot 2, etc

To make this analysis as easy as possible, ProspectSoft™ has prepared an analysis spreadsheet with some sample calculations to get you started - see the "Marketing Campaign Analysis" screenshot on this page.

Similar analysis spreadsheets are available for you to download from our web site at:  
[www.prospectsoft.com/moreleads/resources](http://www.prospectsoft.com/moreleads/resources)

There are hundreds of combinations of possible and useful ways of analysing that would allow you to monitor and improve your business, but you can only do so much manually!



The spreadsheet samples provide for a very basic analysis. Manual data input, especially if your target audience is >500, may be very time consuming, inaccurate and often very costly. This is clearly one reason why many businesses do not perform any substantial analysis, and struggle to improve, innovate and generate growth. Take a look at **Action 6: Automation** to see how ProspectSoft™ CRM can help your business grow. Alternately, why not book a place on a free Business Growth Workshop? Visit [www.prospectsoft.com/events](http://www.prospectsoft.com/events)

## Tips

You may find it useful to compare the costs related to the campaign according to the different media you used, so that you could decide on the breakeven point.

$$\text{Breakeven} = \frac{\text{Fixed Costs}}{\text{Unit Price} - \text{Variable Unit Cost}}$$

## Analysing response rates

4% is never just 4% - there is always a 2% and a 6% hiding in there somewhere.

So where is that 6%? If you could do more of that and less of the 2% you would reduce your cost per enquiry by a third.

Whatever your current response rate is, it could be better. The obvious benefit to analysing your marketing is knowing which campaigns work and which do not; which innovation improves results and which does not. The less obvious benefit of detailed analysis is the ability to drive innovation. By performing more detailed analysis, the results of a campaign can be broken down into constituent parts. For example, if you achieve a 4% response rate from a national mailing campaign, breaking down the results geographically could tell you that you actually achieve a 6% response in the north and only 2% in the south – perhaps allowing you to vary and focus the message more appropriately to the different target groups.

Analysing your response rate in detail by various factors is critical to improving your results.

You may want to consider the following questions when making your analysis:

- Is there a particular job title group that responded well?
- Is there a particular industry type or a geographical region?
- Existing customers vs. prospects?
- For follow-up sales, or new sales?
- What, if anything, have these customers previously bought?

### When is a 4% response a poor response?

The response rate you generate is clearly not the end-game. If you generate a high response rate, this is a good first step, but by no means the end of the story. The ultimate aim is to generate orders, so expending energy following up lots of leads with no orders would not constitute a successful campaign. i.e. tracking

#### Curious Facts:

According to a recent survey, the response rates for direct mail are currently in decline!

- 10 years ago they used to be 2-5%
- Now they are 0.1 – 1.5% on average.

However ProspectSoft™ has helped many customers find a winning formula and generate a typical **4% response rate!**

response rates is a good indicator, but you also need to track the ultimate financial results. One marketing method that gets 1% response but 50% close would be better than 4% response and a 10% close.

### Using spreadsheets for analysis

You can access sample analysis spreadsheets by visiting [www.prospectsoft.com/moreleads/resources](http://www.prospectsoft.com/moreleads/resources). These spreadsheets have been designed to help get you started on the road to successful campaign analysis. However, spreadsheets are not the most flexible and sophisticated method of analysis, and they certainly don't provide the easiest way to gather data together.

If you would like to know more about ways to considerably improve your campaign management, achieve an outstanding level of analysis and generate even more leads quickly, read **Action 6: Automate**, or visit: [www.prospectsoft.com/customers](http://www.prospectsoft.com/customers) to see how ProspectSoft™ has helped many other businesses generate more leads and grow.

## Activity 4: Iterate

“Practice makes perfect”

Iteration is an important step towards maximising your leads. It involves continuously trying new ideas, fine tuning what works, and trying again.

Not every innovation you try will work, but just because one type of customer or message doesn't work, don't give up. Go round again and again! And if you get success from your innovations, remember that you will never achieve perfect results - you can always do better!

There are always more improvements waiting to be found, further innovations to be made, and better results to be achieved.



Once you have analysed, you will know what has worked and what hasn't, and will have more innovation ideas to act upon. For instance:

- Only mail Sales Directors
- Only target companies with over £10M turnover
- Target companies in the most suitable geographical area
- And so on...

### Curious Facts:

If your mailer contains a hard offer - when a direct response is required - call, e-mail, etc - the response rate would vary between 0.25% – 2%.

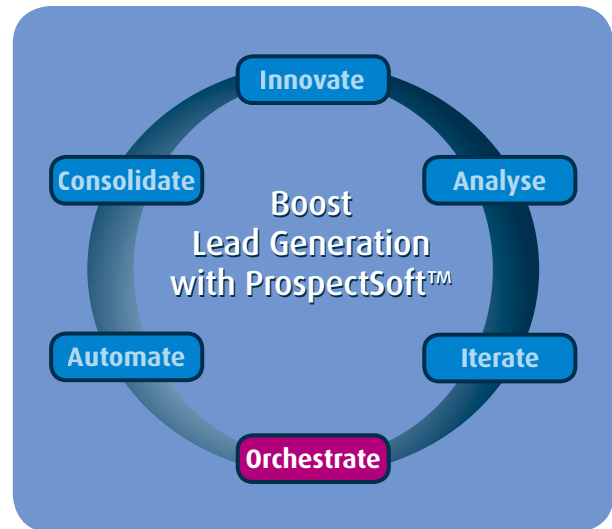
If it contains a soft offer with a “Carrot” - when a free brochure, downloadable report etc. is included - the response rate is more likely to be higher – 1.5 – 4%

**Robert Bly, B2B Direct Marketing**

## Activity 5: Orchestrate

Apply successful innovations to all your activities. Orchestrating success means not leaving anything to chance. Once you know what works, why would you carry on doing anything the old way? If a strong message, a consultative message, an educational message, a new logo, etc. works better, you need to make sure everyone is using it.

Look at other areas of your business: operations, sales - and apply the principles of your successful innovations.



### Curious Facts:

#### The “No-brown-suit policy”

It was proven in the 80s that blue suits are more successful than brown suits for all forms of selling.

Given this, any company not insisting on a “no-brown-suit” policy in its sales team would have to be mad.

Don’t just come up with the winning idea - apply it in practice!

“Once you have found a winning formula, doing anything the old way is a waste of time, money and effort.”

**Andrew Ardron** Managing Director of ProspectSoft™ Ltd

## Activity 6: Automate

As you can see, there is a lot of number crunching, slicing and dicing involved in boosting your leads generation.

Beating the competition takes a lot of hard work. If you do not use automated systems to alleviate some of this effort, you may need a great deal of persistence and long extra hours to achieve the success you desire:

- How much does it cost your organisation for this extra effort?
- How do you inspire such employee motivation and avoid frustration?
- Isn't there an easier, more efficient and more effective way?

But using an automated solution isn't just about faster analysis; done well, it should also provide more accurate and more complete data to work on. In fact a good automated Customer Relationship Management system should support the whole "marketing improvement cycle".



### Consolidate

Even if you are not yet setting out to do a great deal of analysis, using a CRM system would at least allow you to answer the basic questions about your current marketing activities that we asked in Activity 1. You would certainly know where most of your current leads are coming from.

### Innovate

One element of innovation is clearly about thinking and debating what might work. No amount of automated systems will replace this. However, a successful CRM system will provide useful information to spur on this debate; who currently responds to what activities, what is the typical profile of our current clients, which SIC codes contain our most profitable customers, which categories of customer have we never really marketed to?

Without the ability to profile and select targets by geography, SIC, job title, previous purchases, annual turnover etc, you may also find that implementing some innovation is simply beyond your reach.

### Analyse

This is where a CRM system truly starts to shine. How many times have we heard marketing departments complain of a lack of feedback from Sales, how many marketing teams are simply unable to accurately justify their efforts? Companies today, more than ever, cannot afford to waste marketing spend on ineffective campaigns and strangle investment from the most profitable lead generation activities.

With a good CRM system, campaign results can be analysed in an infinite number of ad hoc ways, allowing all manner of questions to be answered with a few mouse clicks, and not just once a year or once a month, but each campaign can be tracked, quantified and adjusted in real time.

Not only should you be able to analyse response rates, but with an integrated CRM solution, you will be able to analyse right through to sales lead close rates and invoices sent out (or perhaps even credit notes!). Tracking the whole sales process will avoid failing campaigns continuing to generate high response rates but ultimately generating very poor close rates and costing rather than making money.

## Iterate

Iteration, by its very nature takes time. For example, with mail-shot campaigns, it takes time to generate a list of targets, time to approve the marketing message, time to complete the mailmerge, time to gather the raw data, time to analyse the results, time to delve into the result details...

... and of course, time is money. The longer it takes to do each of these tasks, the longer you will spend iterating to find your "success formula" and the longer it will be before you can boost your leads and grow your business.

## Orchestrate

By centrally managing your marketing and sales processes in one location, it is much easier to make sure that all company templates, for both marketing and sales, and even after-sales service, give the same messages and portray your business in the same way.

Only by ensuring that your whole business uses the "winning formula" can you expect to reap the full benefit of your hard-won knowledge.

## Automate - The Solution

ProspectSoft's integrated CRM solutions have helped many businesses achieve remarkable results. Automated reporting and tighter management of your lead generation, in today's highly competitive marketplace, is not a luxury but a necessity.

"Turnover is up by nearly 50% over the last year, due in no small part to the extra management control that ProspectSoft™ CRM gives us."

**Andrew Watson** General Manager, Bathing Solutions Ltd

### Curious Facts:

Most marketing departments spend hours studying reports and yet admit that these reports are often based on out-of-date and inaccurate data because they don't share systems with the Sales team.

### Looking to grow your turnover and profitability?

Visit: [www.prospectsoft.com/events](http://www.prospectsoft.com/events) or call us on: **+44 (0) 1494 895555** today to book your place on a FREE Business Growth Workshop on how to grow your business through CRM and improved management control.

## Conclusion

In this report on Boosting Lead Generation we have looked at the 6 key activities that guarantee success:

### Consolidate!

Start your growth on the right track - review and plan your actions.

### Innovate!

If you don't, you will do what you've always done, and get what you've always got...

### Analyse!

Find out what works for you, and what doesn't. Good analysis drives good innovation.

### Iterate!

Build small success on small success, and keep doing it!

### Orchestrate!

Once you have found the winning formula, apply this innovation to all your activities.

### Automate!

Be professional, maximise efficiency, get control of your business and use sophisticated methods to polish the innovative approaches, to guarantee success and secure more leads.

### Do you need CRM?

With the right management approach CRM can guarantee a sustainable competitive advantage for your business. ProspectSoft™ has helped many businesses achieve more than 4 times greater response rates from marketing campaigns.

We have also helped businesses improve their close rate, client retention, customer re-spend and customer referrals. Many of our clients have increased their turnover from 20% up to 50%. If you want to achieve such remarkable results, use ProspectSoft™ CRM and start maximising your leads!

**ProspectSoft™ CRM** is the ultimate CRM system for generating business growth.

To find out more on how ProspectSoft™ can help your business grow visit

**[www.prospectsoft.com](http://www.prospectsoft.com)**

or call us on: **+44 (0)1494 895555**

# Final Thoughts from the Editor

**This Report includes information and techniques for boosting lead generation that have been tried and tested by many businesses in the UK**, and the results they have achieved were impressive and unexpected for most of the participants in the trials. If you implement some of the ideas in this report, you might just surprise yourself.

Hopefully this **Special Report Part 1 on Boosting Lead Generation** has proven to be a useful and helpful practical guide. Our team is keen to receive any feedback. Just drop us an e-mail: [feedback@prospectsoft.com](mailto:feedback@prospectsoft.com)

In **Part 2 of the Growing Business Special** report series we share some of the secrets that have helped many of our customers to maximise their sales lead close rates. To download your free copy of this report, visit [www.prospectsoft.com/moresales](http://www.prospectsoft.com/moresales)

If there is anything in this report that you would like to comment on, or if you would like more details about any of the points raised in this report, please contact us on: **+44 (0) 1494 895555** or drop us an e-mail at: [enquiries@prospectsoft.com](mailto:enquiries@prospectsoft.com)  
Alternately, why not book a place on one of our **FREE Business Growth Workshops?**  
Visit [www.prospectsoft.com/events](http://www.prospectsoft.com/events).

If you want to know how ProspectSoft™ has helped other businesses achieve remarkable results, visit our website: [www.prospectsoft.com/customers](http://www.prospectsoft.com/customers)

We look forward to hearing from you.

**David Hunter**  
Report Editor  
ProspectSoft™ Ltd

## What Next?

### Analysing and maximizing close rates

**Part 2 of the Growing Business Special Report series** follows directly from this report with details on how to maximise lead conversion.

### Customer loyalty-Maintaining high rates

**Part 3 of the Special Report series** completes the process of getting new customers by looking in detail at maximising customer value over the long term.

To download either of these reports, please visit [www.prospectsoft.com/specialreports](http://www.prospectsoft.com/specialreports)

## Recommended Reading

It was tough squeezing our ideas and experience into just 20 pages, try a few of these books and articles for more detailed information.

1. J. Westwood (2005) How to write a marketing plan
2. W. Luther (2001) The Marketing Plan
3. R. Bly (1998) B2B Direct Marketing, Proven Direct response Methods to generate More Leads and Sales
4. F. Newell (2001) Wireless Rules, New Marketing strategies for Customer Relationship Management Anytime, Anywhere
5. S. Godin (1999) Permission Marketing
6. S. Godin (2005) All Marketers Are Liars, The power of telling authentic stories in a low trust world.
7. S. Godin (2005) The Big Moo
8. Fascimile Preference Services 2006 [www.fpsonline.org.uk](http://www.fpsonline.org.uk)
9. ProspectSoft™ No. 1 CRM for Growing Businesses [www.prospectsoft.com](http://www.prospectsoft.com)

## ProspectSoft™ is the No.1 supplier of CRM for Growing Businesses!

**Customer Relationship Management (CRM)** is the ultimate tool for attracting, developing and most importantly retaining customers.

Find out more about ProspectSoft™ CRM and how we can help you to grow your business online at:

[www.prospectsoft.com](http://www.prospectsoft.com) or call us on

Tel: **+44 (0) 1494 895555.**

