



Lead Generation Handbook: 63 Ways You Might Not Have Thought of to Get More Prospects, More Quickly, at Less Cost

By Robin C Johnston

iUniverse, United States, 2006. Paperback. Book Condition: New. 223 x 147 mm. Language: English . Brand New Book ***** Print on Demand *****.Whether you are the sole proprietor of a small professional services firm or a business development manager with a corporate giant, the chances are good that lead generation is at the top of your list of marketing priorities. For most businesses, getting new business is challenging and, executed poorly, can consume time and financial resources far more quickly than sales are able to sustain. And it seems to get tougher with every passing year. Competition increases. Choices proliferate. Buyers are savvier, and they have access to more information than ever before. This handbook contains ideas you can explore as you look for ways to improve the lead generation process for your organization. The list is not comprehensive, and not all of the ideas described here are suitable for every type of business. It is merely intended as a guide to help you start thinking about new things to try and what might work in your particular situation.



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