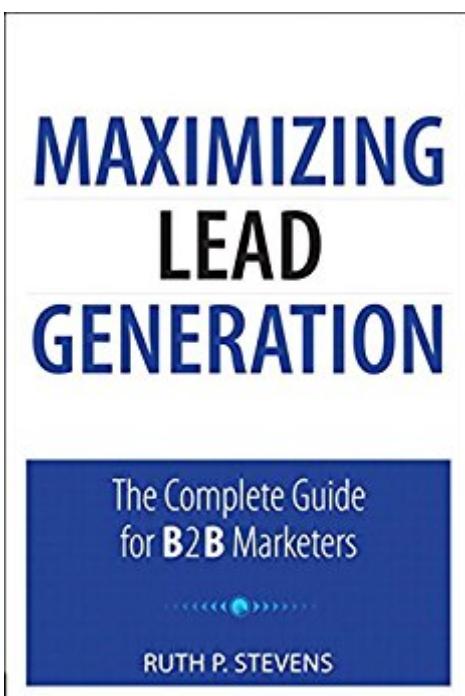


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Maximizing Lead Generation: The Complete Guide For B2B Marketers (Que Biz-Tech)



Synopsis

The Hands-On, Up-to-the-Minute Guide to Generating Better-Qualified, Quicker-to-Close B2B Leads! Lead generation is "Job One" for B2B marketers, and the single most important objective. Maximizing Lead Generation brings together everything you need to know to do it right. Fast-paced and 100% practical, it will help you achieve outstanding results in any B2B marketplace—from enterprise technology to industrial equipment to professional services. World-renowned expert Ruth P. Stevens helps you bring science and systematization to all facets of lead generation, building on process, best practices, continuous testing, and ongoing improvement. You'll learn how to maximize the value of tried-and-true B2B tools and the newest social, web, and search technologies. Stevens offers indispensable insights for the entire lead lifecycle, including qualification, nurturing, measurement, and tracking. Organized for clarity, usability, and speed, this book will help you supercharge salesforce productivity and company profits. You'll Learn How To: Develop and refine rules that consistently lead to higher-quality leads

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Customer Reviews

In the last 10 years, the Internet and Social Media have altered the marketing landscape. However, some things remain the same, including the reality that lead generation is how a company motivates prospective customers to make a purchase. In her engaging, almost conversational style, Ruth Stevens provides a clear definition for what is and isn't a lead. She explains the science behind lead generation and outlines clear steps that any marketer can follow. Rather than inundate the reader with endless case studies, those chosen are targeted to showcase how a company used a specific concept to achieve success. The samples of what made a specific campaign work are both interesting and informative. Once she demonstrates the necessity to plan a lead-generation campaign, Stevens provides information on the tools a marketer needs in his or her arsenal of tools in order to achieve success. In our ADD-world, Stevens promotes use of lead-generation basics such as databases and paying attention to best practices to develop the most effective plan. She provides ample charts and tables the reader can replicate to measure the cost, effectiveness and rationalization for each metric or media chosen. One of my favorite points at this junction is that Stevens does not advocate any one metric or media choice as the Holy Grail; instead, she clearly delineates the uses and best use for a plethora of choices. Embracing the changing vista in marketing, Stevens explains how to use content as a valuable source of advice to entice potential customers to raise their hand. She demystifies the landing page and promotes the use of several to extend your reach and attract a broader range of leads. She then explains how to measure the potential of the lead and provides clear steps on nurturing the lead throughout the buying process. She goes so far as to offer three easy steps for lead qualification success. For a thin book (just under 200 pages), the subject of lead generation is dissected and diced so that both the neophyte and expert will find something new and exciting. By embracing how the Internet has changed marketing, Stevens demonstrates how certain social networking tools can be used to help develop prospective leads. What I specifically enjoyed at this junction was the clear explanation for what social media tools could and can't offer you lead generation efforts.

"Maximizing Lead Generation" is an easy-to-digest, comprehensive guide for business-to-business lead generation. I appreciate that this book provides both a high-level overview as well as very detailed how-tos and tips. I also like that it's clear that the process doesn't end when a lead campaign is executed. Stevens takes us through response management, lead qualification, lead

nurturing and even what to do with a lead that doesn't close. This may seem like a linear process at first glance - but Stevens describes a very complex, overlapping progression of steps with great clarity. You can avoid a multitude of planning mistakes by following the advice in this book. I also found the chapter on the future of lead generation is a fantastic idea-generator, even for old lead-gen pros. This book will be a mandatory read for ALL our staff here at Hacker Group.

When you have great sales people, don't burden them with the task of generating highly qualified leads. That is one of the messages from this timely book. Ruth Stevens knows whereof she speaks. She has had plenty of experience in the marketing world, having been at the senior management level in several major companies like IBM, Ziff-Davis, and Time-Warner. What if your sales people could spend 90% to 100% of their time building trust, identifying the painful problems, discovering the budget of time, resources, and money to fix the problems, and getting to a decision about solving the problem? Stephens makes the case for marketing's responsibility (or the company's responsibility) for generating the quantity of high-quality leads that will allow the sales person (and the company) to meet their quota of sales. Highly competent sales people have learned to use a selling system that will consistently lead to decisions. The better a sales person is at building trust quickly and leading the conversation to a truthful decision based on facts, the more focused their skill set. Lead generation requires a different skill set. Marketers should be equally proficient, but in their own skill set. Stephens gives very clear directions on what lead generation is and how companies can go about it. If you want to hear the author discuss her ideas in greater detail, go to the Sales Lead Management Association's website: [...] and listen to the July 28th SLMA Radio Show.

This is definitely a cookbook for making money. Ruth Stevens takes you through every step page by page, and packs more useful information on every page than any other business writer I know.

This is one of a continuing series of Ruth P. Stevens books. I got it because I know Ruth, I like her approach to marketing and we also interviewed her on SLMA Radio about the book. slma.tips/1LiswFI It is a practical read. She gives the reader step by step lead generation tactics and makes some predictions about lead generation that has come to pass. Good for presidents as well as marketers. Millennials would do well to read it.

An excellent end to end overview of lead generation in B2B. It provides clarity on the nuts and bolts

of the lead generation process. It has also helped me understand the what, why, and how of my job as Lead Specialist in the B2B market.

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