

LEAD NURTURING ADVICE

For Your Sales Team



HEADLEY
MEDIA

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You've received new leads from your marketing team, what's next?! We've put this guide together to help you understand the journey your leads have been on before they are delivered to you as sales qualified leads (SQLs).

Our recommendation is to work closely with your marketing department to ensure you know the answers to the following questions *before* you contact your new leads, so you can help them in the best way.

1 First up, how your new leads were generated?

Before you do anything, it's important to understand how your new sales prospects first became leads. Were they inbound or outbound? Did they download a piece of content? Did they watch a webinar? Find out from your marketing team or CRM.

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2 What nurturing activity have they received?

If your marketing and sales CRMs are seamlessly integrated, you should be able to view a breakdown of what your new prospects have been sent. In reality, that's not always the case so it's important to connect with your marketing team to get those all-important extra insights. This will help you understand what they've already been sent, and not sent, so you can be as helpful and personal as possible.

3 What have your leads engaged with the most?

Prioritize and personalize your outreach based on what content your new leads have engaged with the most. For example, what topics have they shown interest? Do you any additional information about their needs at this stage?

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Once you know how your leads have been generated and nurtured, here are the next steps you should take to Prioritize, Connect, Engage and Educate. Let's explore each of these in more detail...



Prioritize

Based on the information your Marketing department or CRM has provided, prioritize and personalize your outreach. For example, what topics have they previously engaged with? And do you have any additional information about their needs at this stage?



Connect

Connect on LinkedIn, acknowledge a piece of content or email they've recently engaged with. Send them either a follow up piece of relevant and ungated content, or some additional insights related to one of the topics they've previously engaged with.

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Engage

We recommend trying to reach your new leads directly as soon as possible. You should use a variety of different communication methods including social media, email and phone. Aim to get a call or meeting booked in with them as soon as possible, asking any follow up questions in advance to tailor the meeting to their needs.



Educate

Align with your marketing team to understand the journey they've already been on with your brand, and continue to share relevant insights and content, whilst weaving in your sales story. Ask a lot of questions, make the conversation about them and if you can, offer them free trials, product demos or incentives. Although it may be tempting to dive right in with your sales story, it's important to understand more about your new prospects first.

ABOUT HEADLEY MEDIA

At Headley Media we specialize in B2B technology demand generation strategies. We connect you with the decision-makers who influence technology purchasing in key markets around the world through targeted content syndication via our seven brands, spanning over 300 websites, offering content in 60 countries and 32 languages.

By promoting a wealth of educational, subject-specific content on behalf of leading technology companies, we've built a global database of readers who are interested in technology solutions like yours.

HEADLEY MEDIA'S BRANDS



Get in Touch

To find out more about Headley Media, or to discuss your upcoming campaigns, please contact our friendly, in-house team. For all inquiries, email info@headleymedia.com, or phone one of our global offices:

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