

# Fresh, Stale or Frozen Leads?

Brian Campagna, CEO of EAS LeadGen  
January 2012

## Which categories do your most current set of leads fall into? How are you converting each type into opportunity?

Leads can typically be divided into three groups: fresh, stale and frozen, with the ultimate goal of converting them from lead to opportunity to sale. A plan of action should be created for each lead category, on how you will transition them from a lead to a sale. Let's look at each of the categories and define where your leads may fall and then look at a simplified plan of action.

Lead Category	Definition	Plan
<b>Fresh</b>	This is a new sales lead that you have received and have not contacted yet.	Determine who is going to set an appointment for you with the prospect. If there is literature, presentations... anything that can prime the prospect before your meeting, make sure it is sent prior. Research your prospect; know if the prospect is using your competition, a bit about their business structure, other decision makers that should be involved with the meeting. You will need to do some basic research and "get smart" on the company and the potential opportunity.
<b>Stale</b>	A lead would fall into this category if it is an older lead. You may or maynot have contacted the prospect, but it did not result in an opportunity or a sale. You lost touch with the prospect.	You need to warm this lead. Research to see if the company structure has changed; if the company is involved with new initiatives. The company's focus may have changed since your last meetings. Make a call, send an email. If you are still not getting a response, it might be time to use an outside source to warm them for you, maybe approach them from a fresh angle. Companies always have new imperatives – your job is to find one or two of them and position yourself for a "refresh" call to describe how you can help.
<b>Frozen</b>	This is a stalled prospect. You were in talks and close to closing a sale, but the process stopped.	Identify why the process was frozen. If cost is the issue, look at ways that you can work with the prospect; offer a trial, reevaluate the sale and see if there is something that could be cut back – paid technical support instead of free, billing terms that are longer... Or maybe the prospect needs something extra to sign the contract – free, short trials always seem to warm up frozen prospects. Try free shipping or discounting the rate for first month or invite them to be on an advisory panel for a future webinar.

www.easleadgen.com  
sales@easleadgen.com  
p 732 982 8514  
f 732 483 0199



**About Brian Campagna:** Brian Campagna is the CEO of EAS LeadGen. A leader in the sales support and lead generation field. Prior to founding LeadGen, Brian was Vice President of Sales & Marketing at Kroll, Inc., where he defined, developed and implemented marketing strategies, management processes and sales support tools across Kroll's 3,900-employee organization. Prior to joining Kroll, Brian worked as the Executive Director of Assurance and Tax Business Development at KPMG LLP. His core responsibilities included the development and implementation of revenue-generating marketing and sales plans. Brian earned his Bachelor of Science from Purdue University and holds a Masters in Business Administration from Pace University.



# Fresh, Stale or Frozen Leads?

Brian Campagna, CEO of EAS LeadGen  
January 2012

## Which categories do your most current set of leads fall into? How are you converting each type into opportunity?

The point is to pull out your last 6 months of leads, categorize them and create a plan on how you are going to convert them into sales; you also need to decide on how you are going to prioritize them. Using the sales team and their expertise, you may want to give each team member a lead category based upon their sales skills. If your sales team is set up geographically, have the team members start working on the frozen and fresh leads first. Stale leads can always be outsourced. Most of the leg work has already been done on frozen leads which should shorten the sales process.



Categorize, plan, prioritize and take action.

www.easleadgen.com  
sales@easleadgen.com  
p 732 982 8514  
f 732 483 0199



**About Brian Campagna:** Brian Campagna is the CEO of EAS LeadGen. A leader in the sales support and lead generation field. Prior to founding LeadGen, Brian was Vice President of Sales & Marketing at Kroll, Inc., where he defined, developed and implemented marketing strategies, management processes and sales support tools across Kroll's 3,900-employee organization. Prior to joining Kroll, Brian worked as the Executive Director of Assurance and Tax Business Development at KPMG LLP. His core responsibilities included the development and implementation of revenue-generating marketing and sales plans. Brian earned his Bachelor of Science from Purdue University and holds a Masters in Business Administration from Pace University.

