

# EAS LeadGen's 4 Helpful Tips to Reinvent Your Company

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## Get out of your sales rut by reinventing your company.

Falling into a rut is all too common for companies. Ruts often cause a decline in business which results in a sales slump. Rejuvenate your company and make it stand out in a saturated market by reinventing your company and the way it does business. Use the four examples below to jump start the process.

**Offer bundles.** Bundling products or services saves you from trying to make an additional sale to your clients, otherwise known as cross selling or add-on sales. Offering complimentary products/services will make it easier for your customer. Think of fast food chains and value meals or computer packages with printers and software included.

**Resegment your customers.** Instead of looking at your target market specifics such as industry, net sales or company size, look for other commonalities that your prospect or clients have in common.

**Target the chain of buyers.** Go beyond your target customers and look at the chain of buyers. Novo Nordisk was an insulin supplier that sold their product to doctors. The insulin was sold in vials that had to be placed into syringes to inject diabetic patients. This process could not easily be done by patients. Knowing the chain of buyers – Novo Nordisk created NovoPen which could easily be used by patients.

**Customer interface.** What are your communications channels with your clients? How easy is it for clients to contact you? Review your sales process to make sure there is not a communication breakdown. Consider these segments of the sales process:

- Offer
- Purchase
- Delivery
- Use
- Add-ons
- Reorder

Are there any gaps? If so, look at your channels of communication and see which avenues will fit the process the best. If there are still gaps, it is time to look at alternatives on how you communicate during the sales process.



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**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.