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Executive Appointment Setting

The Prospecting Advantage

A recent survey, conducted to business-to-business sales professionals, responded that 47% of them said that their sales pipeline is better than last year, but over half of them said that their sales cycle was longer. The sales professionals were also asked to rate lead sources for the most qualified leads, they listed the following on order of preference:

1. Outbound Prospecting
2. Corporate Website
3. Inbound Calls
4. Email Marketing
5. Events and Trade Shows
6. Social Networking
7. Direct Mail
8. Webinars

They also rated social networking sites, with LinkedIn, being rated the highest, and YouTube came in last. Blogs, Facebook and Twitter were in the middle. Half of the respondents said that they are using LinkedIn more now, but still a third of the sales professionals are not using LinkedIn.

When qualifying leads, sales professionals said the most valuable information is location, revenue size and the number of employees. Company news and SIC codes were also considered valuable information.

Companies that are not using outbound prospecting, such appointment setting, are at a disadvantage. At EAS LeadGen, we set business-to-business appointments with prospects that are truly interested in your company. At the same time – we gather market intelligence about your prospect and competitors, to give you insight and an advantage when you go to your appointment. The more knowledge that you have about your prospect, the easier it will be to fill your pipeline and help accelerate the sales process.