

A LEAD GEN GUIDE FOR FIRMS WITH AN ENTERPRISE SOLUTION



Lead Generation

HOW LEAD GEN HELPS ENTERPRISE SOLUTIONS

Enterprise solution based firms that use outbound sales efforts with live conversations lead to 25% of new monthly revenue each month, which makes it the second most effective sales channel in terms of revenue. A big factor is the 50% higher lead-to-opportunity conversion compared to inbound leads.

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Expand your marketing horizons with us

Relying on your potential prospects to be proactive leads to countless missed opportunities. Prospects rarely return phone calls or respond to digital marketing efforts, regardless of how engaging your online campaign might be. This doesn't mean they won't engage with your online campaign and click through your digital collateral, but clicking through rarely leads to revenue. Blue Panda Digital has live conversations with your prospects to determine their level of interest, time frame, level of competency and if they qualify for your solution within a 5 minute conversation.

Finding junior reps who know how to build a list and have the required speaking or writing skills is tough, and if your internal hire has a low lead efficiency score you're going to burn through your target market quickly with minimal sales generation.

Outsourcing to Blue Panda Digital will reduce ramp time and achieve a scalable lead efficiency, making your growth goals more obtainable. Partnering with Blue Panda Digital will save time on prospecting, so if you have an internal sales team, they can focus on working their pipeline opportunities and closing more business. The actual internal recruitment process is also inefficient in terms of time and money.

A lot of work goes into building a list and the process is iterative. Many CEOs find that their customer profiles change regularly, and new segments will likely become available as you scale. Blue Panda Digital understands the unique parameters of each individual profile and how to leverage channels to achieve maximum gains. In the enterprise market your customers likely have solutions in place and are comfortable using those solutions to turn a profit. Getting their attention long enough to make a sale is an uphill battle, one that is definitely made easier by outbound communication. Inbound efforts take more time, while it might be able to generate higher quality leads in the long run, it isn't effective in the short run whatsoever.





Lead Nurturing

Nurturing leads through marketing automation and curated content is a slow death for many companies. Successful companies think more about creating opportunities, touch points and lead discovery through outbound sales conversations. Marketing automation and curated content is simply used to augment and compliment outbound calling efforts. Managing a sales funnel's growth takes a lot of energy. Blue Panda Digital manages the entire top-end of your sales funnel by focusing on the most important sales or marketing metric: revenue.

Our team strips away the fluff and captures every potential lead that may not be qualified-but will be in the following months, or qualified leads not ready to buy this very moment, for your nurture campaigns. Our efforts are unmatched and rarely duplicated by an 'in-house' team that costs 5x more than we do. When making a decision about our services simply ask yourself: *What are 3 to 6 new monthly deals worth to my company?*

WHITE PAPER

The intention of this white paper is to help build a business case for a partnership with Blue Panda Digital