

## **Sales! Sales!! Sales!!!**

There are many organisations that have had to close shops because they were not able to generate sales. That proves that Sales is the life blood of any organisation. Organisation needs to generate revenue in order to meet demands such as payment of sales, energy, taxes among others. In this article, I want to look at how Organisations can be generating Leads for sales. Follow me as we look at that together in this article.

### **#1 Advertising**

Advertising is one of the means of generating leads for your organization. You can do that by making use of different media to create awareness about your products and services. Here are some of the strategies you can adopt in order to advertise your products and services.

[You can place inexpensive ads](#) in email newsletters and your websites in order to pass the right messages to your target audience. We often see banks making use of this method to create awareness about their products and services. As they are sending the alerts and other messages, they are also incorporating their ads so that you will be aware of what they have to offer.

Also, you also need to use direct response ads as part of your means of lead generation. You can ask the viewers if you can contact them with more information about the products and services that you have to offer.



You also need to learn how to make use of compelling to increase customers' and prospects' interest in your products and services. The type of headline that you give your content will often determine whether prospects will be interested in your products or services or not.

You also need to showcase your ads in some of the most targeted publications. That is why most people will often decide to place their ads on websites.

## #2 Referrals

Referral allows you to recommend an organization's product to others and earn a commission. Here are some of the things that you should have at the back of your mind when it comes to Affiliate marketing.

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In carrying out affiliate marketing, you can offer discounts on your products and services to the clients who give you a referral. They might be asked to pay a lesser amount than they are supposed to pay. This allows them to refer

more [people and get discounts on products purchased.](#)

There is also the use of a “loss leader” referral system. Here free samples of your product can be given to new clients for creating awareness about your products, which will, in turn, generate more sales for the organization.

You can also partner with other non-competitive organizations. You can be asked them to assist you in sending your promotional messages to clients in their database. For example, an SEO company can decide to partner with an SEO blogger in order to make his services available to his blog followers.

Also, you can conduct surveys, and ask for feedback from the customer about ways to improve your products and services. [This will give your customers a sense of belonging.](#) It will also improve their commitment to the organization.

You also need to get a free sample of your products and services as a gift to your client and ask him to give it to someone to give to their friends and acquaintances.

### **#3 Trade Shows**

This is another crucial way of generating leads for your products and services. Here, you will have to choose the right trade shows that can help you protect your products and services to the right form of audience. You must choose the trade show that can give you the greatest conversion rate. Also, to generate leads at Trade shows, you need to communicate properly about the product you are offering for sale. This enables the right type of audience to show interest in the products or services.

## **#4 Feedback**

Another way of generating leads for businesses is through feedback. He opens up channels through which customers can communicate about what they feel about your products and services. To get leads through feedback, here are some of the things you need to know. First, some people visiting your website read about your products and services and make product purchase. It is also possible that most visitors coming to your website do not take the time to read about your products and services.

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Also, you have to make sure that before a user jumps to the next page, you make use of a pop-up to collect feedback from a user. This will help you to know what they are looking for exactly.

You can now use this feedback form to contact the customer and find out the reason why they are not interested and take time to clarify their doubts about your products and services.

You can also use other useful articles for your customers and ask them to fill out a form.

## **#5 Soft leads**

Another means of generating leads for organizations is through the use of soft lead methods. Soft leads are leads that exchange an email address or contact address for something that is of value to them such as access to a whitepaper or free samples. Also, social media referrals at times can also be referred to as

soft leads.

Social media platforms are ideal for spreading awareness about a company and gathering potential information about prospects that might be interested in your products and services.

Also, soft lead generation is the most ideal for businesses trying to target leads early in their sales lifecycle.

You need to know that lead generation plays an important role when it comes to the success of any marketing strategy. It has to do with creating engaging content for webinars, videos, whitepapers and guides that direct users towards lead funnels.

At times, when it comes to online marketing, your Return On Investment is calculated based on the number of soft and hard leads that you are able to convert. Hard leads measure success only through sales and revenue earned from the [website](#).

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Soft leads make the visitors perform certain actions such as providing contact information, filling a form and creating an email account among others.

## Action Point

**PS:** If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be happy to do because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include the staff of Dangote Refinery, FCMB, Zenith Bank, and New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. [You can reach me on Whatsapp HERE.](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

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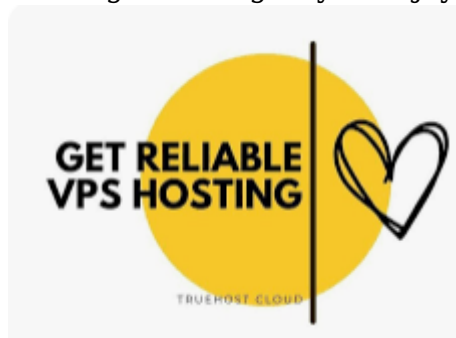
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