

Supporting a healthy B2B sales pipeline

LEAD FORENSICS

FREE TRIAL

A B2B sales pipeline is the process by which your team guide prospects from their initial interest through to a closed sale. Maintaining this process is easier said than done, so here's a checklist of actionable pointers, to help you reach sales success!

- 1 Evaluate and streamline your current processes**
The less distractions for your prospect down the pipeline, the better.
- 2 Maintain high-quality data**
This isn't just data in the form of contact details, think qualifying information too. And don't forget to store it securely!
- 3 Do your homework before every call**
Without knowledge, business leads will never become clients. Know their needs, pain-points and industry inside out.
- 4 Nurture with content**
Follow-up every call with a content boost, offering something of value and leading prospects further down your pipeline.
- 5 Get the proposal right**
Make sure it's personalized to their business requirements, it looks well branded and there's a strong call to action, so they know what to do next.
- 6 Negotiate with strength**
Stand by your prices, and quote options of differing value, promoting open discussion and giving you negotiation power.
- 7 Remain buyer centric**
Whatever happens, always put the prospect first. Meeting their business needs comes before meeting your own targets.

Find out how Lead Forensics can revolutionize your B2B sales pipeline. In real time, our software identifies anonymous sales leads visiting your website, providing business information and contact details. Follow up high-quality leads with an impactful, tailored approach and evolve your search for new business opportunities. **Book your free demo today to find out more!**

GET STARTED