

## IMPROVE YOUR PIPELINE WITH OUTSOURCED LEAD GENERATION

As nobody knows your business like you do, we always believe lead generation is best performed in-house. But if your business is experiencing a slump or working with a limited resource, your organization could benefit from reaching out to lead generation agencies, helping you gain the new business opportunities required. However, before signing a contract it's important you ask the right questions, and do some research...

**1 OUTLINE YOUR LEAD CRITERIA**

Clearly communicate what precise leads you're looking for. Must they be from a certain industry? Must they have a website, or a sales team?

**2 ENSURE CHANNELS MATCH UP**

Ask about their lead generation processes, and check the channels are popular with your target audience.



**DISCOVER HOW TO OPTIMIZE YOUR WEBSITE FOR LEAD GENERATION HERE!**

**DOWNLOAD**

**3 ASK ABOUT QUALIFICATION**

Understand how the lead generation agency qualifies leads to ensure they meet desired criteria before passing them to your team. You don't want to pay for low quality leads!

**4 QUESTION THEIR REPUTATION**

Research how your target audience perceives this lead generation company. What do those receiving communications think of them?

**5 READ CUSTOMER TESTIMONIALS**

To be sure a company will deliver what they promise, research other businesses who have used their services and check lead quality and quantity delivered.

**6 DISCUSS DATA DETAILS**

Know what data you'll gain from each lead, ensuring it's enough for your sales team to make contact and nurture through their pipeline.

**7 CHECK DATA COMMUNICATION**

Understand how new business opportunities will be communicated to your team. How will new sales data be added to your CRM?

**READ ON TO LEARN MORE ABOUT IMPROVING YOUR PIPELINE** 

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### CHECK ON REVENUE RETURN



Ask about the success seen by other clients in selling to these leads- do they gain a return from 1 in 5 or 1 in 10? Use this to set your budget and price-point.

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### OUTLINE YOUR TIMESCALE



Is working with an agency a short-term fix or a long-term strategy? Make agencies aware of how quickly you need a return.

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### MAKE SURE THEY UNDERSTAND YOUR BUSINESS

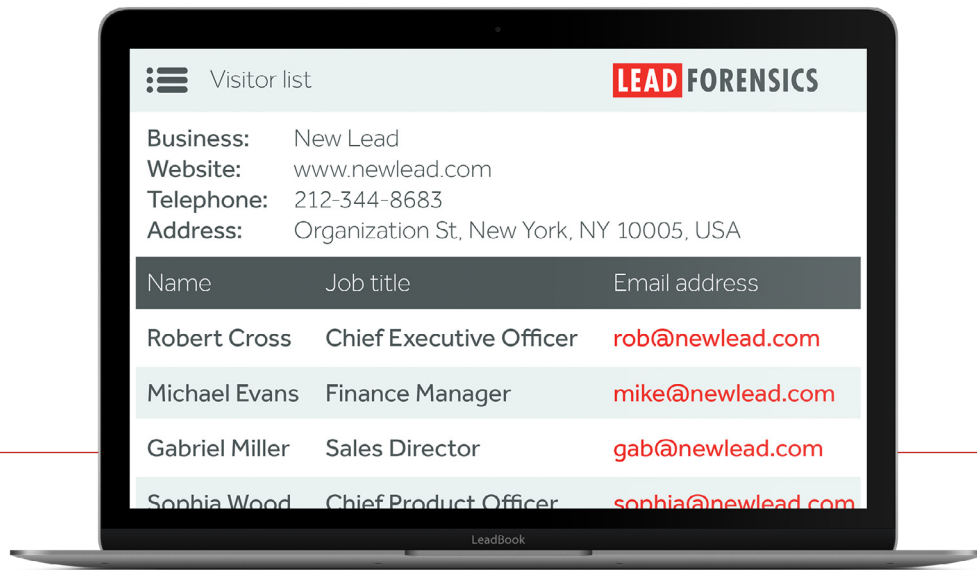


Be sure to quiz the agency on your brand and your product, ensuring they've done their research and will represent your business properly.



## DISCOVER LEAD FORENSICS

Our incredible software identifies the businesses visiting your website, providing contact details for key decision makers so your team can make instant, effective contact.



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Book your free demonstration & no obligation trial today!

GET STARTED