

FREE TRIAL

## B2B lead generation: top tips for small sales teams

Working in a small B2B sales team can have its joys, you're all driven and productive, passionate about your product. But when it comes to planning your diary, finding time to generate leads as well as close sales can seem impossible. **Try these lead generation top tips, for low budget, small team friendly solutions!**

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### Focus on referrals

Referrals are a secret gold-mine for lead generation. **91% of B2B buyers would be happy to give referrals**, but only 11% of B2B salespeople actually ask for them. And best of all – it costs you nothing but good manners and a nice smile!



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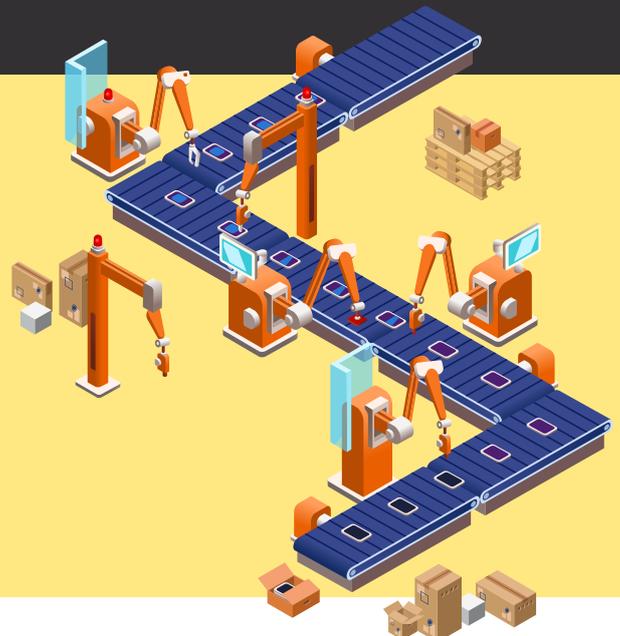
### Make the most of LinkedIn

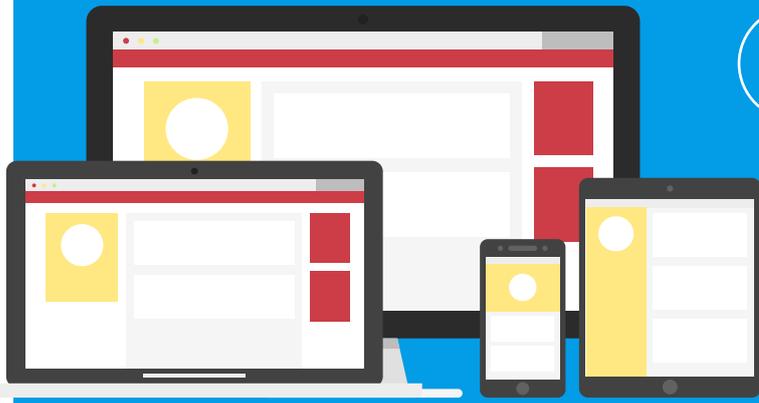
LinkedIn is a great resource for salespeople; **a cost effective social media network focused solely on business**. Use Sales Navigator or LinkedIn Helper to broaden your network and generate leads with ease.

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### Look into automation

This can be a great timesaver, mainly because it needs very little human input to produce results. Ask the question – **which tasks, that currently eat up our time, could be automated?** Whether sending follow ups or nurturing leads via email – get it automated!





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## Optimize your website

You're running a website anyway, so you may as well generate leads from it! **Make sure it's easy to navigate, mobile friendly and packed full of strong, direct calls to action** – so you can get people interested and on the phone.

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## Use a lead generation solution

Arguably the best quick-fix for leads, is to invest in a lead generation solution that does the hard work for you, so you can reap the benefits. Take Lead Forensics for example, **we identify your anonymous website visitors, and provide contact details**, so you can follow up hot leads with an interest in your product!



Discover how Lead Forensics can revolutionize your search for high-quality leads to convert into clients. Over 50,000 B2B sales and marketing professionals are already seeing the benefits of utilizing our market-leading software.

Take the **free demo & no obligation trial** today!

**GET STARTED**