

When Hot Leads Go Cold: How To Avoid The Icy Encounter



Lead generation is, obviously, vital to every sales team. No new leads means no new sales, and some companies pay through the roof for new ones when their stock runs dry. There are many strategies to generate new leads, though, including digital products such as webinars, white papers, and eBooks, as well as more concrete interactions like event sponsorship.

According to MarketingSherpa, 79% of marketing leads never convert to sales, and 50% may be qualified, but are not yet ready to buy. These statistics all tell us that companies simply don't know enough about their leads and are therefore missing out on sales. A little bit of knowledge is powerful, but in-depth knowledge of a lead's company and industry can prove to be invaluable.

Most initial hot leads go cold. It's a fact of business, but it's one that can eat away at productivity, and therefore revenue, if it isn't tackled head on. Before you start chipping away at your reserve of leads, consider these tips to keep hot leads from turning into cold ones and maximize sales.



Know when to engage with a lead

One of the key deciding factors in a sale is when the lead is engaged. 90% of buyers want to decide when to engage a company on their own terms, which makes cold calling or even following up on a warm lead tricky techniques to get right. The key can be in the tone. Have your sales people initially ask if the time is convenient and, if it isn't, have them arrange a time that is. If you have a particularly engaging email campaign ready to launch, include the option of the lead arranging a meeting - you might just be surprised how many do.

Identify tools that can help

Opt-in techniques are incredibly effective. Offering free thought leadership content in exchange for an email address is a great way of generating warm leads, but anyone in a managerial position will be all too familiar with the experience of opening their emails and being inundated with sales pitches from companies claiming they have a product that can turn their businesses around. You need to connect with them and cut through the noise of the constant sales and marketing pitches.

One tool that can help is video. Prospects are far more likely to watch a video than they are to read a lengthy product review. Hosting webinars and sharing the video afterward can be a great way of highlighting an industry problem, building brand awareness, and demonstrating how your company can provide the solution. If the problem resonates with your audience, your association with the solution can be worth a hundred carefully worded emails.

Consider events

Perhaps one of the most effective lead generation techniques is event sponsorship. In an increasingly digitized world, the impact of a face-to-face meeting or a physical presence at an event can't be

underestimated. Leads acquired at events have seen the product first-hand, spoken to a member of the company in person, and potentially had a product demonstration. This level of engagement cannot be had online or over the phone.

Event sponsorship needs to be done right, though. Although you automatically are drawn to the senior level executives at the very top of the lead list, you need to refocus and prioritize the list so it's in-line with the target customer you need at that time. Take a look at who attended your booth, presentation, face-to-face, dinner, lunch, etc. People and companies that wanted to be there already know who you are and are already interested in your solution and brand. Though it may seem counterintuitive to chase already interested leads, a face-to-face interaction can often be the difference in a sale being secured or falling through.

Just because leads grow cold for whatever reason, it doesn't mean they should be discounted and discarded. In most cases some get recycled, but the majority don't. Ensure your business is maximizing the potential of your leads by developing a nurture process. Knowing when to engage, using the right tools, and grabbing face-to-face time with leads can all help to ensure that leads, however initially hot, stay that way.

What Argyle can do for you

For over 10 years Argyle has been hosting leadership and education events for our C-level executive membership. We've helped some of the world's largest sales and marketing organizations connect with both new and existing clients. We've also been a great resource for recently funded startups looking to educate companies on their new programs and services.

Argyle seamlessly produces hundreds of events each year, delivering real insights to attendees and brand awareness and quality leads to our event sponsors. If you would like to learn more about the successful events that we've executed for our clients, we'll be happy to share examples.

Contact Us

To learn more about working with Argyle for event sponsorship in 2018

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