Lead Generation for the Complex Sale: Boost the Quality and Quantity of Leads to Increase Your ROI by Brian Carroll

Presents a strategic, multi-modal approach to generating highly profitable leads. Lead Generation for the Complex Sale arms sales you with a proven approach to generating qualified leads for complex sales. The complex sale, a synthesis of consultative, competitive, and team selling that targets potential buyers for team service solutions, is the norm in today's B2B environment. You'll learn to define your ideal leads and target your sales approaches; align sales and marketing to optimize the number of leads; build strong lead pipelines; use multiple lead generation vehicles, including email, PR, referrals, speaking events; and more.

If you can't generate a solid flow of good leads, your sales force - and your company - will fail. Yet, for most organizations, lead generation is a hit-or-miss affair. In this
well written book you'll find practical and useful tools for building your sales and marketing efforts into a powerful system to generate high quality leads.

--Neil Rackham, author of SPIN Selling  Brian Carroll gets that marketing and sales must have a common definition of a lead and a sales-ready lead is a targeted decision maker who is curious how you have helped someone with the same job title in the same industry achieve a goal or solve a problem.

--Mike Bosworth, author of Solution Selling and coauthor of CustomerCentric Selling  Leads are the lifeblood of selling. This book is the lifeblood of lead generation.

--Jeffrey J. Fox, best selling author of Secrets of Great Rainmakers  Read this book and take the complexities out of your lead gen activities!

--Anthony Parinello author, Getting to VITO, the Very Important Top Officer  Carroll has provided a very helpful book for companies that are involved in complex sales. Too many marketing departments provide the sales force with a high number of leads but not with a high number of quality leads. Carroll provides many ideas and lists to help companies improve, manage, and measure their lead generation performance. He does an excellent job of describing the use of the major contact tools for lead generation and nurturing.

-- Philip Kotler, Ph.D., S. C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management/Northwestern University  Great book! I heartily recommend Lead Generation for the Complex Sale because its packed with practical, hands-on advice. In particular, chapter 3, Defining Your Best Lead, should be required reading for CSOs and CMOs alike before you invest in any more demand generation campaigns!

--Anne Holland, Publisher, MarketingSherpa Inc  The lead generation game has changed in the age of the Internet. If you don't have this new playbook your competitors will. Brian Carroll closes the loop on lead generation, taking you from defining a lead, thinking like your prospects, tactics to increase lead generation, passing leads from marketing to sales, measuring the results, and nurturing the leads for increased revenue. If you don't read and then apply lessons from Lead Generation for the Complex Sale, then let me know how things work out for you.

--Bryan Eisenberg, New York Times and Wall Street Journal bestselling author of Call To Action  Great book on a very important topic. The author speaks from a true knowledge-base and offers a Soup-to-Nuts instruction of principles, strategies, and tactics from which the reader can greatly profit.
Bob Burg, author of Endless Referrals: Network Your Everyday Contacts into Sales  Brian Carroll has unveiled some of the most guarded secrets of lead generation experts. His approach to generating leads for the complex sale is not only on-target but will produce results as well.

John M. Coe, president, Sales & Marketing Institute  Its never been tougher to crack into corporate accounts. To help your sales force, create a lead generation program based on the multiple strategies in this information-rich book. In todays crazy market, its the best way to slash your sales cycle.

Jill Konrath, Chief Sales Officer, Leapfrog Strategies and author of Selling to Big Companies  Brian Carroll has written a no-nonsense, practical guide to sales lead generation that will help anybody who is looking for advice based on real-world experience. He makes the case for a strong working relationship between the sales and marketing functions.

Ruth P. Stevens, president, eMarketing Strategy and author of Trade Show and Event Marketing  Brian Carroll gives us insightful lessons in the complete sales lead management process, including the critical organizational issues that will determine success or failure. Read it, and start putting Brians advice to work immediately.

Bob Donath, Bob Donath & Co., marketing author and consultant  Does your company have an uncrossable abyss between your sales and marketing functions? If so, than this book will help you bridge that gap and fill the void. If you follow a few of his simple concepts, you will be able to drive significantly enhanced sales and marketing effectiveness.

Guy R. Powell, DemandROMI - Prove and Improve your Marketing Performance, author, Return on Marketing Investment  Brians book is an absolute must-read for any B-to-B marketers.

Russell Kern, president, THE KERN ORGANIZATION  Finally, a book that addresses the realities of todays selling environment. Brian Carroll has broken new ground in this comprehensive, utterly practical, and thoughtful guide to sales lead generation.

Michael W. McLaughlin, coauthor of Guerrilla Marketing for Consultants  The quality and quantity of leads do as much to determine sales success as face-to-face selling prowess, yet little has been written about lead generation. This book fills the void. Carroll really understands lead generation.

Ford Harding, author of Creating Rainmakers, Harding & Company  This book is essential reading for anyone in marketing today. It will make a difference in your companys lead generation results!
Dan Kosch & Mark Shonka, co-presidents of IMPAX Corporation and co-authors of the best-selling book, Beyond Selling Value. If Lead Generation for the Complex Sale helps your business grow half as fast as Brian Carrolls has, it may be the best marketing and sales investment you make all year.

-- Keith Ferrazzi, CEO of sales consulting and training, Ferrazzi Greenlight and former CMO of Starwood Hotels and Deloitte Consulting. Exhaustive coverage and discussion of the lead generation modalities and the synergies therein ranging from the classical modes such as telemarketing and direct mail through the new generation modes as blogs and podcasts is insightful. A very compelling read indeed.

-- Sharmila C. Chatterjee, Visiting Professor, MIT. The time has come for sales and marketing teams to finally unite to create and solidify customer relationships. This book provides sound execution strategies for collaboration that leads to results.

-- Barbara Geraghty, president, Visionary Selling. Lead Generation for the Complex Sale is an important and intelligent addition to the small but growing body of literature on business-to-business sales lead generation.


-- Chris Coleman, speaker, author and co-founder, greenbananaproject.com

Wholesale Distributors are the logical channel to market for thousands of knowledge-based products. If you assist your customers in the application, design or set-up of the products you sell, you are a knowledge-based distributor. Your sales team is expert at getting maximum customer value. Your skills are technical in nature. Once a customer tastes your service, they come back for more. And, if you are such a person, I recommend Lead Generation for the Complex Sale.

Mr. Carroll outlines a process to keep your sellers in their sweet spot and revenue flowing to your coffers - an absolute critical advantage during these recessionary times.

For More 5 Star Customer Reviews and Lowest Price:
Lead Generation for the Complex Sale: Boost the Quality and Quantity of Leads to Increase Your ROI by Brian Carroll - 5 Star Customer Reviews and Lowest Price!