



Workbook

#Sales ki pathshala



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Introduction

Leads are the raw material for cooking any recipe in Sales. The success of any salesperson depends on the quantity and quality of leads that can be generated by them on their own. The quantity of leads ensure that the salesperson always has a lot to choose from and the quality of leads determines that the salesperson makes good, profitable and sustainable sales. The science of lead generation must turbocharge a robust engine for lead generation.

This workbook supplements the “Sales Ki Pathshala” taken on the subject “Lead Generation” by Strategic Concepts (I) Pvt Ltd and must be used by participants to understand the topic better. It is not recommended for offline reading.

Lead Generation on Internet is not in the scope of this workbook. The same is covered separately in another program of Sales Ki Pathshala.



The participants are requested to answer the following questions.

1. What is your Target Group (TG) of Customers?

S.No.	Criteria	Your TG
1	Demographics	
2	Psychographics (Behavioural)	
	Lifestyle	

	Belief	
	Attitude	
3	Income graphics (Income class)	
	SEC (Socio Economic Class) A	
	SEC B	
	SEC C	
4	Firmographics (Type of firm)	Proprietor/Pvt Ltd/Pub Ltd/Govt/SEMP

2. You can have a “Suspect List” of potential customers collected from secondary sources like directories and internet. What is this list called?
 - a. **Contact list of Suspects**
 - b. Prospect list of customers
 - c. Wish list of customers
 - d. All of the above
 - e. None of the above
3. The effort to get in touch with the “Contact list of suspects” either by appointment or by cold calling is called
 - a. **Prospecting**
 - b. Suspecting
 - c. Selling
 - d. All of the above
 - e. None of the above
4. What is the end result of “Prospecting”?
 - a. Leads
 - b. Customers
 - c. Rejection from customers
 - d. All of the above
 - e. None of the above

5. The following picture shows the journey of a Lead. True / False

Contacts > Leads > Opportunity > Proposals > Negotiations > Order

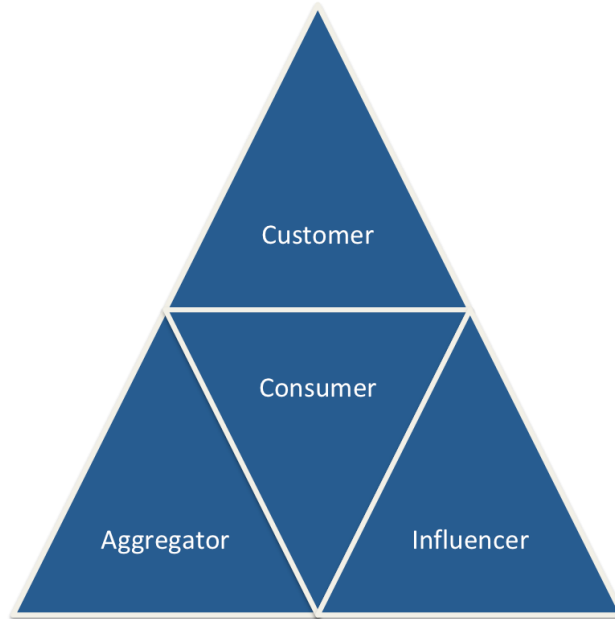
5. How do you define the following in your business?

S.No.	Type of lead	Criteria
1	Hot Leads	
2	Warm Leads	
3	Cold Leads	

6. Please explain the Lead Ranking Codes to be used by you in your Daily Sales Report

Lead Ranking Code	Explanation	Inference
0	No meeting with decision maker	
1	Meeting ended with discussion on product	
2	Meeting ended with discussion on price	
3	Meeting ended with customer questioning trust on seller	
4	Meeting ended with customer seeking discounts	
5C	Order confirmed	
5L	Order lost	

7. List the Customers , Influencers and Aggregators in your lead generation triangle depicted below.



S.No.	Type	Category	Sub Category
1	Customer		
2	Influencer		
3	Aggregator		

8. Which of the following methods of lead generation campaign do you follow in your business to increase leads?



S.No.	Method of lead generation	Campaign message	Hit Ratio Expected
1	Direct Prospecting		
2	Telecalling		
3	SMS Blast		
4	What's app Broadcast		
5	Bulk Email		
6	Direct Mailing		
7	Social Media on Internet		
8	References		
9	Cross Selling		
10	CRM software		
11	Complaint Desk Mgt		
12	Below the Line (BTL) Activities		
13	Training Seminars		
14	Knowledge Empowerment		

15	Above The Line (ATL) initiatives		
16	Market Surveys		
17	Feedback campaigns		
18	Social Monitoring		

9. What are the inputs at each stage of the following lead generation process by you?



S.No.	Stage of lead generation	Your inputs
1	Attract	
2	Convert	
3	Close	

4	Delight	

10. What is the Lead to Sales Order ratio in your business?



S.No.	Stage	Number	Ratio
1	Suspects		
2	Prospects		
3	Leads		
4	Customers		

11. How do you mature a MQL (Marketing Qualified Lead) into a SQL (Sales Qualified Lead) ?



S.No.	Stage	Criteria
1	Visitor / Suspect	Must be a part of TG (Target Group)
2	MQL	(Willingness to buy)
3	SAL	(Willingness to see demo or listen to proposal)
4	SQL	(Willingness backed by capability and urgency to buy)

About the Faculty

Sanjay Singh is India's top rated Sales Coach with the proud privilege of having taken MDP Programs in IIM Kolkata. He mentors brands like ICICI, Amway, Nestle, Airtel, Godrej & Boyce, Calderys and many more.

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