



All businesses, regardless of size, need a steady flow of sales leads to continue growing. This is the reason why sales and marketing should be allocated a significant portion of the budget, with the main focus on finding new b2b and sales leads. While lead generation is just one segment of the overall sales process, it remains an important function of your company.

For a business to business company, generating b2b leads can be done through various processes. Some of the most effective b2b lead generation strategies include: email marketing, networking, b2b telemarketing, paid advertising, and content marketing. **Deciding on which marketing strategy to implement in your business depends on which one works best for your business.**

But why look for new business leads when you have a lead nurturing process in place?

Having a lead nurturing process is obviously a necessity in business to further increase profits and maintain long-term profitability. However, despite having a lead nurturing process to make the most of all b2b leads generated, **business lead generation** should remain of prime concern to business owners and marketing managers. No matter how reliable your lead nurturing process is, your sales and marketing people can only nurture as long as leads and clients allow them to. The time will come when you and your clients have to part ways, and if you have not been continually looking for new b2b sales leads, you will be left with no client or business leads to nurture.

Why existing clients leave.

Even if you nurture your existing clients properly, it is an inevitable truth that they will eventually leave. There are various reasons for this:

- The client decided to transfer to a competitor who offers a cheaper alternative.
- The client is cutting down on business expenses.
- The client can no longer sustain the business and has filed for bankruptcy.
- The client has decided to move to a different location, and subsequently, to a different service provider.

Finding fresh new business sales leads for your business is an ongoing process. As stated above, there are various business lead generation strategies that your company can utilize, and the best strategy is to use 2 or 3 different strategies at time to get the best results. If your company uses email blasts to reach out to prospects for your **b2b appointment setting** campaign, you should complement this with other marketing strategies like b2b telemarketers and content marketing. As your company continues to grow, you must also increase your lead generation campaigns to find more new leads to sustain your business.