

Generating a sales lead is a fundamental part of [sales lead generation](#). A sales lead is not yet a sale. It is purely an indication that a potential customer has expressed an interest in your product. You now need to set about convincing them that you are the right business for them to buy from and that you will solve their problems. Most companies that buy in sales leads typically tend to approach a potential customer by selling to them. This will not work in 99.9% of the time. The golden rule is to ensure you give value first then offer the lead an opportunity to think things over, then re approach them and offer them something of value to buy from you.

Remember that price is not everything. If you offer services, reviews, help and advice that your competitor doesn't then you need to make this clear to your customer. A great way to do this is to offer your sales lead a special report. This report will contain all the vital information about buying from you and also give them plenty of practical and helpful advice about what to look for, what to choose, and how to get the best out of the product.

The simple way to write a special report is to write down five things that are unique about your product or service. You can then expand on this by adding some general observations about what your competitors are not doing and you are. Once you have this complete you will need to decide on a title. I would recommend naming the report "Five Secrets To...." This type of title gets the interest of the visitor and is likely that they will take action and sign up for your report. Simple. You now just have developed your own sales lead!

This method warms the sales lead up from just a lead to a probable sale. With technology today it is simple to put this entire [business lead generation](#) process on autopilot using an auto responder. The auto responder will send out messages or reports in the order you select without you lifting a finger 24/7 365 days a year.

You want to look professional in the eyes of your potential sales lead so need should invest in one of the many auto responder services there are on the market. There are those that are cheap and deliver messages promptly and professionally. They also allow you to add custom fields to collect more data about you sales lead on the name capture page that you need to create for your website.

How does your website currently generate sales leads? Chances are you have a simple contact us or request for more information form that you get visitors to use. If you are using this you need to change the way you capture data to ensure your website generates the right type of sales leads you need.

It is vital that you place your [lead generation services](#) form on the main page of entry; this is usually your index or home page. By doing this you are filtering the visitors to see their level of interest. We want to find the visitors who are interested in learning more about us, our

product and how we can help them. If we do not capture their attention then we know that they will visit another site, as we have not satisfied their needs.

[Business lead generation](#) is a cost effective way to improve your website and turn your business into a 24 hour marketing machine for your business. Use auto responders to capture full sets of visitor data to ensure your online [sales lead generation](#) is high profitable and successful.

The best thing about this method is that whilst it might take some time to set up the auto responder, write the report and convert it to a pdf, it will work for you forever developing sales leads into sales using this simple yet powerful tactic for your [lead generation campaigns](#).