

LEAD GENERATION PLAN



TRADEWEBINDIA
Visibility → Leads → Business → Growth

Tradeweb India Pvt Ltd

We Grow With Your Growth

LGP Plan -

- ▶ After working many years in the field of sales & marketing we have observed some important Things.
- ▶ There are certain gaps between the expectation of sales and offering from marketing.
- ▶ In order to bridge those gaps the Growth Marketing India a specialized marketing company was formed.

LGP Plan -

► Objectives of LGP:

Sales

- Generate qualified leads which are appreciated by sales team.

Position

- Create awareness about brand among all potential customer and markets.

performance

- Contribute substantially toward the national sales, awareness about specific application.
- Reduction of ground work by sales team

LGP Plan -

► Objectives of LGP:

Sales

- To 20 accounts
- 10 % contribution

Activities

- New Projects
- Verticals
- Geographies

accounts

- Existing Accounts
- Competition Accounts

LGP Plan -

LGP Elements

Telemarketing Campaigns

Mailers

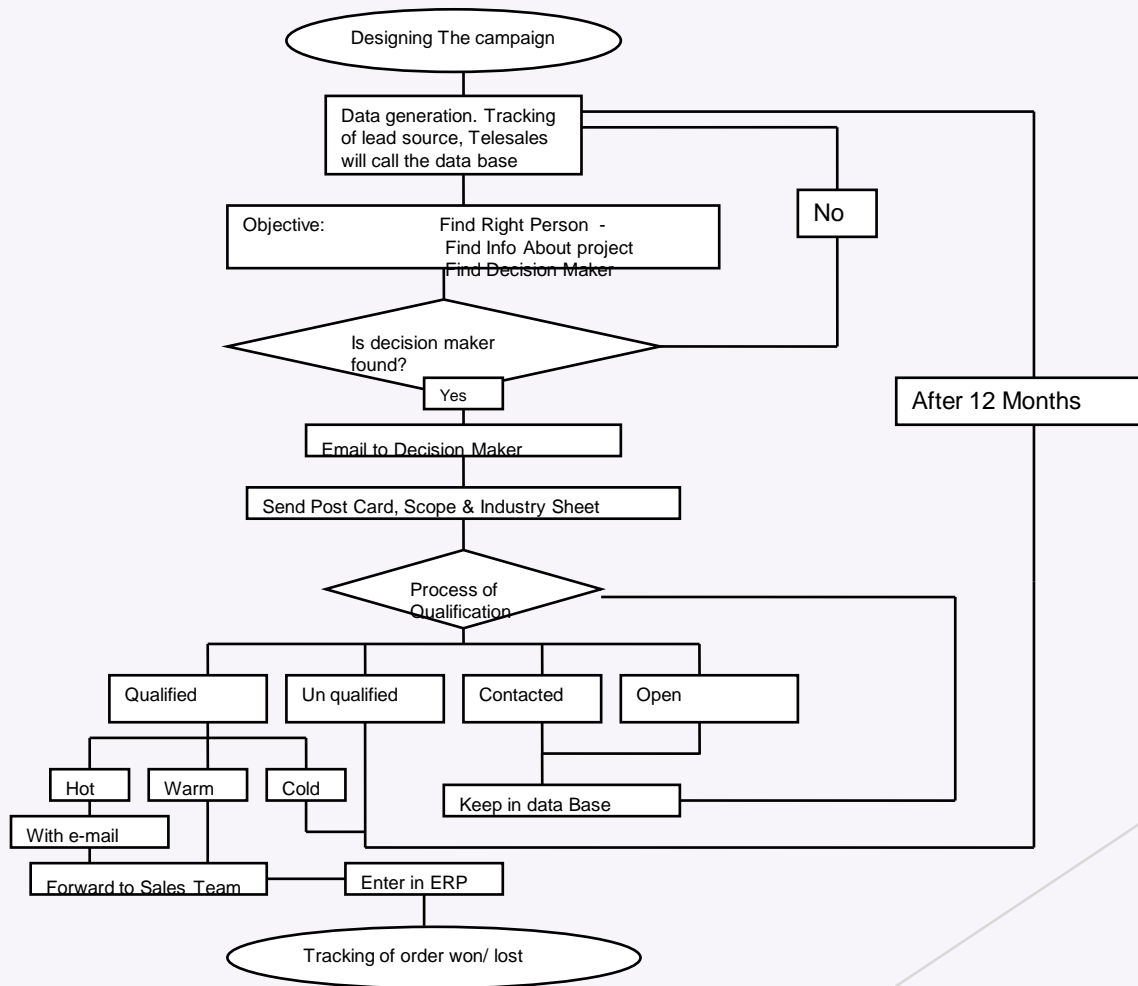
Networking Management

Web Marketing & Print media

Tradeshows & Seminars

LGP Plan -

Telemarketing Process:



LGP Plan -

▶ Telemarketing Details:

Database- Most critical component is efficiency of data.

❑ Most known problems with quality of data.

Telemarketing

- The company doesn't exist.
- The customer is not in that business.
- The Number is not correct.
- The Number is not responding.
- What is the efficiency of data.
- No control over general or specific targeted accounts.

LGP Plan -

- ▶ What is your thought about your this problem.
- ▶ How to address these issues.



- ▶ Result: Highly qualified data generated.

LGP Plan -

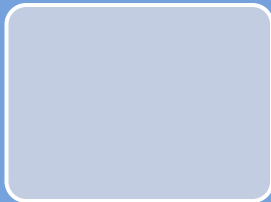
▶ Details:

▶ Telemarketing:



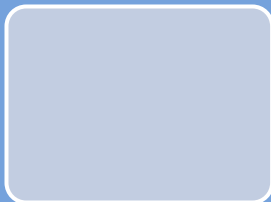
Common Issues in calling

- Whom to call
- What tools to use.



Next

- What questions to asked from customer during conversation.
- How to ascertain lead quality.



Status

- What happened to the lead once transferred to Sales Engineers.

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► Tools:



LGP Plan -

▶ Process:

1. Calling initiated: qualified lead generated
2. Second level qualification is done for lead.
3. Lead forwarded to the concerned sales engineer.
4. Re-qualification done for the updating status after certain time period.
5. This is a Pan India activity however can be designed
for any specific location or sector (vertical).

❖ Targeted, Measurable and objective bound activity.

LGP Plan -

▶ Details:

▶ Tradeshow & Seminars:

- ❖ Suggestions and Selection on specific shows pertaining to the industry.
- ❖ Listing and invitation of the customers
- ❖ Bookings and other formalities taken care.
- ❖ Stall selection, designing & Fabrication is organized.
- ❖ Lead generated during process are recorded in format.
- ❖ Calling done on leads and whole process repeated for qualify the same.

LGP Plan -

▶ Details: Media Ads

▶ Web Campaigns:

1. Hosting and managing website through local search engines.
2. Optimization of results through Search Engine Optimization (SEO).
3. Management of leads generated through website.
4. Calling to qualify the leads generated through website
5. Same procedure for processing qualified lead.

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▶ Details: Media Ads

▶ Print Media ads:

1. Selection of print media.
2. Designing the content and advertising material.
3. Though it is difficult to directly measure the leads through print media however management of leads generated through Print.

LGP Plan -

▶ Details:

▶ Gift Management:

1. Suggestion on gifts for various occasions like new year, Deepawali etc.
2. Comparison and selection among various options.
3. Management and documentation of physical quantity.
4. Dispatch to various location.

LGP Plan -

▶ Some Successful Samples: Sample Lead-West Region

- ▶ Status: Competition A/c
- ▶ Garden Namkeens Pvt. Ltd.
- ▶ Cts No.177 Garden Estates unit No.09 Near Khatau Mill Compound,
- ▶ Borivali (East), Mumbai,
- ▶ Mr. Suresh Kumar, Cell No. _____

- ▶ Spoken to Suresh on 7th April with X telemarketing person. He is having two machines of Videojet and he is convinced that our machines will have a better efficiency in terms of consumables. He is looking for buyback of VJ with good price. He told that from market he is getting 95 K but he is asking for 120 K. I have discussed him two things. First if he is getting that price from the market he should have moved ahead and sold his machines and place order on us. Secondly if he further delays the process of replacement he will loose on more consumable consumption (as he himself told that there will be a difference of 10k per month benefit he will get). He also had some issues over Vat / CST & Octroi but this may be sorted out later. The immediate need is to discuss the buyback.

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▶ Some Successful Samples: Sample Lead-South Region

- ▶ Status: Competitor Customer
- ▶ M/s. Aishwarya Seeds Company
- ▶ 1-143, RTC Colony, Medchal,
- ▶ Ranga Reddy
- ▶ Mr. Surendra Pratap Singh,
- ▶ Cont No _____,
- ▶ shubhamseeds@gmail.com,
- ▶ Discp: Spoke to Mr. Surendra he told that they are into Veg & Crop Seeds. They are packing both the Veg as well as field crops in the laminated pack. They have 2 Domino ECM & their packing volume is around 8 Lacs packs annually. He wants to buy a 4 Lines Printer in March. Since the volumes are increasing they are planning to put a new line and the expected volumes for the new line will be around 1.5 lacs per month in the season. The intro is already sent.

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- ▶ Some Successful Samples: Sample Lead-North Region
 - ▶ Status: Competition Customer,
 - ▶ Greenply Industries Ltd.
 - ▶ Plot No - 2 Sector - 9, 11E, Pant Nagar Sidkul, Utt - 3,
 - ▶ Mr. Sujit Dey,
 - ▶ _____,
 - ▶ Discp: Spoke with Mr. Sujit Dey, they have 4 domino printers, after 3-4 month they are launching new product MDF (Medium Density Fiberboard), and for that commissioning of plant is happening. They have requirement of printers for this expansion. The domino machines are 1 year old and they are at present not buying ink from Domino. We have sent the intro and the same is recd by him. He asked to be in touch and contact if some one visiting the Pant Nagar area.

LGP Plan -

▶ Some Successful Samples: Won Case after requalification

▶ I would like to inform you that 2 orders are collected in the month of February from the efforts of Telemarketing team. Some are still in pipe line hope we will give you more news of this type.

S.no.	Customer Name	Location	Region	Sales Person	Status
1	Mahaan Foods Ltd.	Haryana	North		Won

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- ▶ Some Successful Samples: Lost Case after requalification
 - ▶ During our calling we came to know that this customer has purchased a machine from Linx.
 - ▶ P.P.Oil Pvt. Ltd.
 - ▶ 21, K. N. Road, Bhat Bazar,
 - ▶ Masjid Bunder, Mumbai,
 - ▶ Mr. Prince,
 - ▶ Cont No _____

LGP Plan -

▶ Conclusion:

- ▶ Cost effective and highly successful activity.
- ▶ A further detailed presentation can be made for further illustration.
- ▶ Fortnightly and monthly reviews organized for Objective alignment and improvement.

LGP Plan -

Thanks for your patience and understanding.