

## New customers: Getting them to come to you

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In the world of lead generation, there are two basic ways to get new customers. You can identify potential prospects and *go to them* with your best messages, or you can *let them find you* when they have a need for your product or service.

Getting new prospect to find you is not just a matter of “being lucky.” It’s a matter of being in the right place at the right time – when a prospect has a need for your product and begins a search for a vendor.

Of course, you can’t possibly make yourself visible in all the places a potential prospect might look. But there are a few things you can do to better position your company for success. There are a few key exercises that will make you infinitely more likely to “be found.”

- Think like a prospect would think
- Give them the information they actually want
- Make it easy to identify themselves

### **If I were a prospective customer . . .**

Strange as it may sound, in order to understand the actions of your prospects, you’ve got to *think* like a prospect. Take a little “out-of-body” experience and consider *who* the person is, *why* they’re looking for your product/service, and *what* it is they really want. Ask yourself a few questions, and write down the profile of the prospect as you go.

1. What job do I have/what are my responsibilities?
2. What are the reasons that I could be looking for a new vendor? Maybe I’m unhappy with the quality, delivery or price of my current vendor. Maybe I have a new application or product.
3. Where would a person like me, with my need, look to find a new vendor?
4. What information will I want to know upfront, to pre-qualify my new vendor?
5. What kind of information will convince me that one vendor is better than another?

Make a list of the reasons, the needs and the questions they will have. What you’ve created is a list of the information, features and benefits you should be presenting to them.

### **Give them the information they want**

Once you’ve given a little consideration to who they are, why they’re shopping and what they’re looking for, make sure your marketing materials match the profile of what you believe they want.

Start with your website home page and key product pages. Would the content there convince your prospect that you are right for the job?

Does it answer the questions you believe they will have? Is it authoritative? Is it geared to the information that this person, on a vendor search, will want at this time?

The same technique holds true for all your lead generation marketing materials, from trade show handouts to direct mail to your advertisements.

### **How easy is it for them to respond?**

Finally, how can they tell you they're interested? A lengthy, time-intensive quote for on your website is probably not the best way for them to identify themselves.

Perhaps a white paper download is. Or a request for a brochure, or spec sheet. Or a spot to ask an open-ended question.

How many times do you offer telephone assistance. Is your phone number on every page? Is there a name to ask for? Is there a DVD or PowerPoint you can send them for more information? Here's where you can be inventive in finding ways for that prospect to raise their hand, even only halfway, to let you know they're out there.

### **The more you know about your prospect . . .**

The better you are at understanding where they will look for you and what they want, the easier it will be to convince them that you are the vendor for them.

Can you anticipate everyone, and meet all their needs? Of course not. But there are new customers out there looking for your products; these tactics will help ensure that their quest brings them to you!

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