

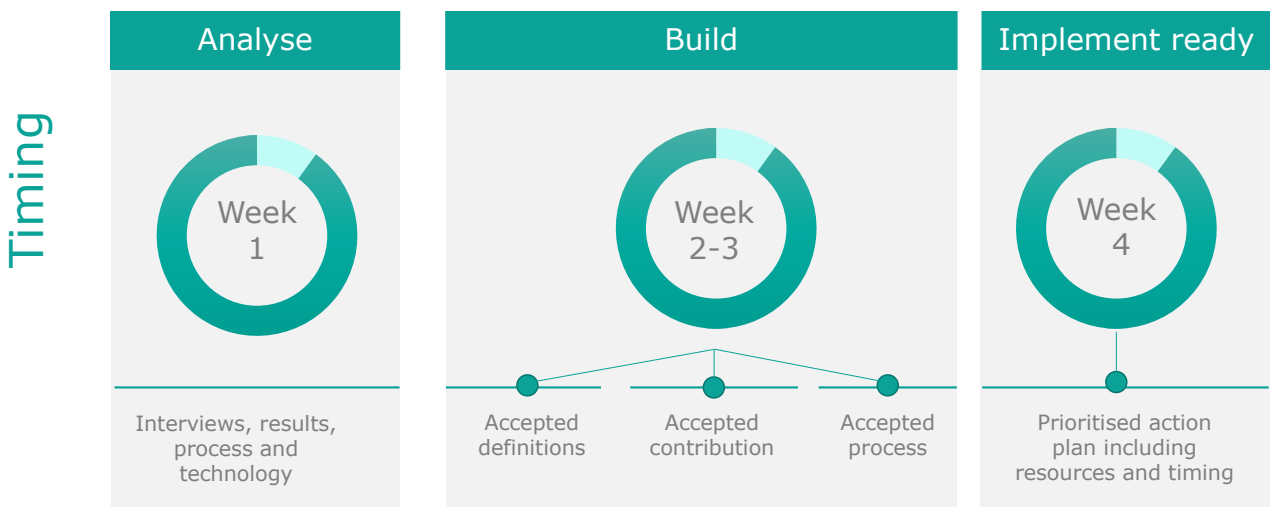
Lead Generation Starter Kit

Lift your Demand Generation to the Digital Era



Our Step-by-Step approach includes

1. Interviews with sales, marketing and management to map your current way of working
2. Analysing segmentation, data quality, conversion rates and use of technology
3. Current state translation into a standardised algorithm with actionable KPIs
4. Alignment workshop with sales & marketing
5. Build and present draft report including implementation recommendations
6. Convert final report into a prioritised plan of action
7. Agree on needed resources both internal and external - as well as timing



Higher hit-rate, less opportunities that are lost

« Zetes was not generating enough quality leads. At the same time our key account managers were predominantly more farmers than hunters. Perpetos helped us to implement a strong, measurable process and an integrated sales & marketing collaboration. We are no longer concentrating on our individual activities, but on how to jointly influence buying readiness and generate revenue »



Hervé Toussaint, Corporate Marketing Director Zetes



Our customers typically see these results 6 months after implementation

- 56% increase of revenue generated by Marketing
- 97%+ leads followed up within defined time frame
- -22% of lead follow-up cost
- Conversion rate on marketing generated leads x3
- Sales and Marketing finally working together

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to an expert

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Lead Generation Starter Kit