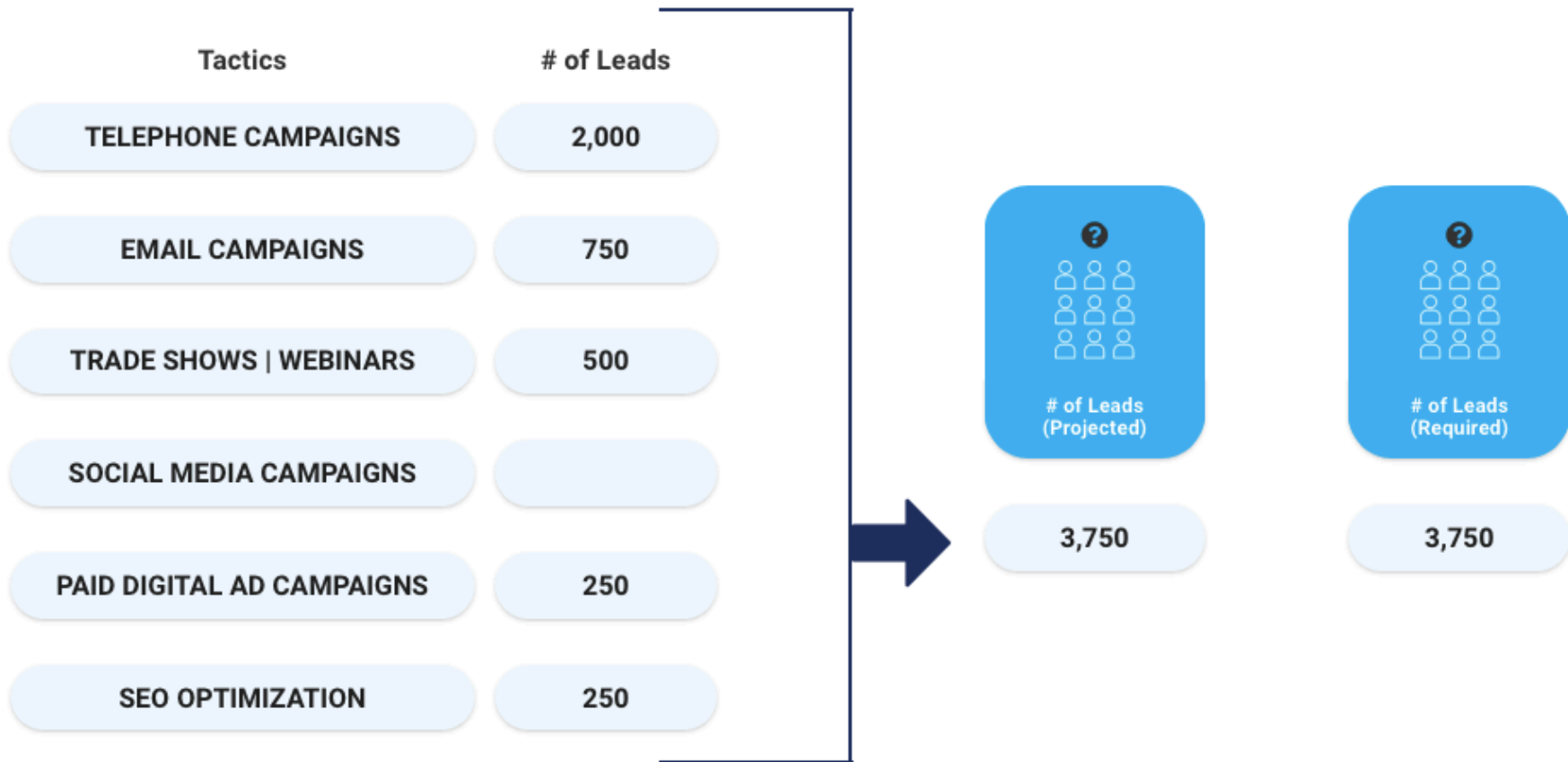


## LEAD GENERATION

Now that you have completed the Sales Process and Pipeline Metrics for your working scenario, you have an estimate of the number of Marketing Qualified leads (MQL's) required to achieve your chosen Revenue Target. It's important to start planning the different marketing tactics you will implement to generate those leads. Below is a reminder of how Super Cool Co. broke down their lead generation tactics to reach their requirement of 3,750 leads. When you're ready, use the blank table on the second page of this worksheet to outline your own lead generation plan.


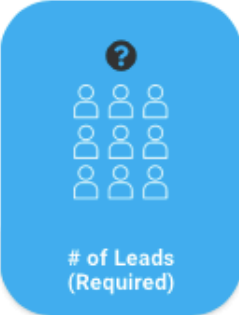


## NOW IT'S YOUR TURN....

What do you think are the most effective marketing tactics your company can implement to attract decision-makers in your target market? What's your estimate for how many leads each of these tactics can generate? Options might include:

**Call Lists & Call Campaigns, Email Lists & Direct Email Marketing, Trade Shows & Conferences, Webinars, Paid Digital Advertising, Inbound SEP Optimization, Social Media Campaigns, Referral Services, Channel Partners**

Use the table below to fill out your initial lead generation plan. Then transfer your estimates to the on-line Sales Primer tool.

Tactics	# of Leads		
<input type="text"/>	<input type="text"/>	}	→
<input type="text"/>	<input type="text"/>		
<input type="text"/>	<input type="text"/>		
<input type="text"/>	<input type="text"/>		
<input type="text"/>	<input type="text"/>		
<input type="text"/>	<input type="text"/>		
			
		<input type="text" value="0"/>	<input type="text" value="0"/>