

10 reasons why your outbound B2B lead generation is failing?



Salespeople today have plethora of tools available at their disposal. Despite the number of tools available the conversion rates on your outbound lead generation activities is reducing.

Leads are the fuel that powers any pipeline. If the number of leads being generated is reducing the spiral impact on the pipeline is observed very quickly. If the salespeople don't add new opportunities to the pipeline every week, they are comforting themselves with old, stale, unqualified opportunities to give them comfort. It is very difficult for them to let go of the opportunities that they know will not close in the near future.

However, there are certain reasons why your outbound B2B lead generation campaigns are not working. These apply to phone, email or LinkedIn messages you might be sending. Identify if you are also unknowingly committing these mistakes.

1. The noise at C-level is very high and you are behaving like the herd. The first unconditioned response that comes to the mind when your approach is similar to hundreds of other sales people trying to get their attention is all set, don't need, Call later, etc.

2. You are not talking C-level language. These executives, live and talk numbers and if as a sales guy you don't understand their language, you will lose them in the first 10 sec and get pushed down to someone junior in the hierarchy.
3. You are talking generic stuff. Any C-level would expect that you have some prior understanding about them, their company, industry and their role. If in the first few seconds you are not show casing this knowledge you will lose their interest.
4. It's about them and not you. Most of the salespeople start with introducing themselves and their organization. The prospect is seriously not interested in any unsolicited call until unless it is of their interest. Use the opening statements/subject line to demonstrate that you understand their world & challenges.
5. It is always more impactful what clients say about you rather than what you say about yourselves. Always include client success stories in your communications.
6. You are letting go too early. It takes a minimum of 7 touches before converting a cold suspect to a warm prospect. Majority of salespeople let go before making these attempts.
7. Don't spam. Be creative and unique in your approaches, rather than repeating the same messages across multiple touch points.
8. As for what you want. Most of the outbound communications are either without any call to action(CTA) or vague CTA. Be specific about what you want and make it easy to deliver.
9. Keep it short. A lot of messages are received over the phones or handhelds. If the crux of your message or your message itself doesn't fall in one screen, the chances are it would never be read. The same applies to the phone call as well. If you are not able to deliver your message in 10-15 sec, then you will lose their attention.
10. Don't try to sell. Prospecting is all about having a fixed scheduled meeting with the client where you have prepared yourself to probe the client. Stop once you have got the meeting. In a scenario where the client wants to know "How do you do that" or "Tell me more", be prepared to have a conversation around their MCP's and impact of it.