

#LEADS to SALES

TWEET

JIM McAVOY

FOREWORD BY RICHARD WHITELEY

Creating Qualified Business Leads in the 21st Century

BOOK 01

A THiNKaha® BOOK

#LEADS to SALES **tweet** Book01

Creating Qualified Business Leads in the 21st Century

Book Excerpt

Subset of the book brought to you by THiNKaha®

By Jim McAvoy

Foreword by Richard Whiteley



E-mail: info@thinkaha.com

20660 Stevens Creek Blvd., Suite 210,
Cupertino, CA 95014

BOOK EXCERPT Table of Contents (included here)

Foreword by Richard Whiteley

Section I: Introduction/Context

Section II: Lay Out Your Plan

Section III: Evaluate Your Prospects

Section VIII: Conclusion and Path Forward

Appendix B: Favorite Quotation

About the Author

Contents

This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC.

Foreword by Richard Whiteley	13
Section I	
Introduction/Context	17
Section II	
Lay Out Your Plan	29
Section III	
Evaluate Your Prospects	37
Section IV-A	
Approach the Gatekeeper	53
Section IV-B	
Approach the Executive	69

Section V	
Dialogue with Your Contact	83
Section VI	
Successfully Collaborate	107
Section VII	
Campaigns	113
Section VIII	
Conclusion and Path Forward	119
Appendix A	
Principles Are Important	123
Appendix B	
Favorite Quotation	133
About the Author	135

Foreword by Richard Whiteley

Have you ever stopped to consider?

Creating highly qualified sales leads is one of the most critical core competencies of any business. Not doing this always leads to failure.

One of the greatest wastes in selling is an accomplished sales person not getting maximum face time with prospects for lack of enough leads.

An even worse waste is when that sales person actually makes the face-to-face call only to find the lead is unqualified...a complete bust!

In the hands of a talented sales force, qualified leads will ensure a company's ability to set and meet aggressive growth targets.

Face-to-face skills win business from your prospects. Good admin skills help you find them. Discover ways to maximize one and minimize the other.

What is the ratio of your face-to-face time to your prep time? What should it be?

#LEADS to SALES Tweet deals with these critical lead generation issues and offers 140 tips that can be adapted to virtually any sales situation.

Jim McAvoy understands these issues better than anyone I know. He has made qualified lead generation the core expertise of his practice.

I have known Jim since he was creating leads in my company almost 20 years ago. Since then this has become both his love and his “turf.”

You will find the wisdom Jim has gained over the years and presented in sound bite form to be practical, powerful, and profitable.

Enjoy the book and make it work for you.

Richard Whiteley

Entrepreneur

**Award-winning Author, *The Customer-Driven Company*
and Co-Author, *Customer-Centered Growth***

Co-Founder, The Forum Corporation

Principal, The Whiteley Group



Section I

Introduction/Context

Question: What do “gargling bleach,” “crawling over broken glass,” and “having a root canal done without Novocain” all have in common?

Answer: These are all activities that high-performing sales professionals have claimed they would do rather than spend time cold-calling and focusing on lead generation-related activities.

1

Companies of all sizes, in all sectors, consistently grapple with top-line and bottom-line growth.

2

Highly paid sales professionals are hired to advance relationships, close deals, and bring in revenue.

3

Sales professionals
consistently
acknowledge that the
initial step in most sales
processes is prospecting.

Section II: Lay Out Your Plan



Section II

Lay Out Your Plan

The contracting phase introduces tools that help provide clarity and focus to your universe of available prospects. Laying out the plan helps you advance your strategy and understand the associated trade-offs involved when selecting specific prospects you choose to pursue.

18

Basic data should include a potential client's industry, location, and size in terms of revenue or number of employees.

19

Typically, there are multiple buying centers within each firm. Consider approaching many of them.

20

The sales funnel of probability shapes the volume of prospects needed to hit desired revenue targets.

21

Identify 200 qualified names—contacts that are potential buyers.

Section III: Evaluate Your Prospects



Section III

Evaluate Your Prospects

Take time to make sure that all of your information is correct. It shows that you put time and effort into knowing about the prospect's company and their business issues. The Master Database is introduced and serves as a pivotal tool in collecting and managing data.

29

Preliminary research
and evaluation form
the fundamental
basis of knowledge
of the prospect.

30

Baseline data includes the company's contact information (telephone and e-mail), physical address, and website address.

31

It is important to visit the firm's website for specific contact data for individual decision-makers and their titles.

Section VIII: Conclusion and Path Forward



Section VIII

Conclusion and Path Forward

Feel confident. Form a plan of action and stick to it. This will lead you on the road to success.

138

With a well-executed lead-generation strategy, the painful days of cold-calling can be greatly reduced, if not eliminated completely.

139

The old sales approach is being superseded by a more productive, upfront plan of action.

140

You may now
move forward more
confidently with a
renewed attitude and
strategy, which will
allow you to exceed
your revenue goals.

Appendix B: Favorite Quotation

Appendix B

Favorite Quotation

“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan ‘Press On’ has solved and always will solve the problems of the human race.”

Calvin Coolidge
30th President of the United States
(1872 - 1933)

About the Author

About the Author



Jim McAvoy, founder and president of JW McAvoy & Company Ltd., has almost twenty-five years of experience maximizing sales results for clients in a wide range of industries from boutique firms to Fortune 500 companies. He has helped his clients secure \$60 million of incremental revenue to date using his proven L.E.A.D.S.[™] process for lead creation.

McAvoy holds a BA in Economics and History from the College of William & Mary. He also attained the Certified Employee Benefits Specialist (CEBS) designation, which is conferred by a partnership of the International Foundation of Employee Benefit Plans and the Wharton School of the University of Pennsylvania. Mr. McAvoy can be contacted at 610-374-2443 or jim@mcavoyleads.com

Getting “#LEADS to SALES tweet Book01”

(<http://www.happyabout.com/thinkaha/leadstosalestweet01.php>)

“#LEADS to SALES tweet Book01” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at

<http://www.happyabout.com/thinkaha/leadstosalestweet01.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

#LEADS to SALES TWEET

If Your Firm Needs More
Qualified Leads, Read This Book

"There is nothing better than having a succinct, articulate partner and coach in prospecting and sales at your disposal. This is what Jim McAvoy's work, and now his book, is all about."

Robin Grumman-Vogt, Senior Director, InterClass

"Jim has the rare combination of tenacity and diplomacy. His work led to some new client relationships and an updated database that will help with future marketing initiatives. I highly recommend buying Jim's book and applying his ideas."

Trisha Brambley, Retirement Plan Industry Expert; Founder, RESOURCES for Retirement; Former member, Department of Labor's ERISA Advisory Council

"Jim pursues his targets like a depleted uranium--tipped projectile! My partners and I pointed him toward a short list of prospect companies, and he opened the door to what became two long-term and highly profitable client relationships. Many of Jim's lead-generation pearls of wisdom are elegantly packaged in this book and will likely benefit your firm whether you're a boutique or Fortune 500."

Steve Gang Founder, President, and CEO, Resonance Group

Jim McAvoy, founder and president of JWMcAvoy & Company Ltd., has almost twenty-five years of experience maximizing sales results for clients in a wide range of industries from boutique firms to Fortune 500 companies. McAvoy holds a BA in Economics and History from the College of William & Mary.



BUSINESS : SALES & SELLING

\$19.95 US

THiNKaha THiNKcontinuity

<http://thinkaha.com>

