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## A Study Of Lead Generation Process For eCLM And SAFTRA Kiosk

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**Abstract:** This paper presents the qualitative study of the lead generation process. The finding suggests that the network issues and technical issues related to connecting with potential customer has bigger impact on the lead generation process. Similarly, the availability of potential software for the demonstration of the product on remote online basis is also affecting the acquisition of the customer. It is also found that there is inter and intra departmental communication gap in the organization which leads to possible misconception about the amount of information needed for generation of lead and acquiring the customer. The findings also provide foundation for the improvement of the lead filtration system of the organization.

**Keywords - B2B Marketing, Lead Generation, Qualitative Research, Content Analysis**

### I. INTRODUCTION

Many businesses are struggling right now especially when it comes to sales. Many of these struggles are due to the poor economy. However, some salespeople are running out of gas because they believe they've hit the upper limit of people and companies to sell their products or services. In reality, these salespeople might not be looking hard enough or in the right places for new business. A common misconception about sales is that it is all just cold calling as many people or businesses as possible until you get a bite. In reality, finding the right target groups to sell to is just as important to sales as actually selling to them. The process of finding this new business is called lead generation.

One of the biggest keys to a successful business is the generation of new sales leads. The ability of lead generation programs to simultaneously maximize the volume of new potential customers while still maintaining high levels of quality is critical for B2B marketers. For that both sales and marketing teams know that they play an equally important part in achieving a common goal. Yet each department can fall into the trap of functioning like an independent entity, losing sight of the big picture and compromising the overarching task at hand. Even though both teams are aware that they must work together, their separation can cause inconsistencies that balloon into a broken lead generate on process, leaving potential customers uninterested and driven to the competition. Imagine management's frustration when they learn that all the work was done to attract leads, but no sales were closed because sales and marketing teams failed to collaborate. So this study helps the organization to find out the problem area in the lead generation process and also the problems that individual face during this process. The paper contributes to the existing knowledge of lead generation process. Lead generation process was studied for CLM Systems Pvt. Ltd. They have two products eCLM<sup>1</sup> for labor management and SAFTRA<sup>1</sup> Kiosk for safety training.

#### Objectives

- To study the lead generation process of eCLM and SAFTRA kiosk
- To analyze the difficulties faced by employees during lead generation process
- To evaluate the factors affecting the process of lead generation

### II. LITERATURE REVIEW

Pullig (2008) According to him, Lead generation, the first step, is defined as identification of potential customers. Anaya (2015) She defines that, "A lead, in a marketing context, is a potential sales contact: an individual or organization that expresses an interest in your goods or services. Leads are typically obtained through the referral of an existing customer, or through a direct response to advertising/publicity".

Connick (2016) He describes that; Lead generation is the practice of soliciting inquiries from potential customers. In the old days of sales, lead generation occurred at places like trade shows – visitors to a company's booth would fill out a card with their contact information and turn it in to receive a call back from that company's sales team. Since the rise of the Internet, many businesses use their websites as a lead generation option.

Balegno (2014) says that, leads fuel the sales pipeline. The properly designed and well-maintained database is the hub of all lead generation activity and communication (Carroll 2009). Lead generation marketing is responsible for that critical connection between the positive impressions of brand marketing and the results-driven environment of the sales organization (Lenskold 2008). Faster

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lead response times = better conversion rates (Miller 2011). When a lead submits an inquiry on your website, the faster the response the better is the process. According to a Lead Response Management study, the magic number here is five minutes.

Columbus (2013) notated getting only the highest qualified leads to sales so they can make the most of their selling time is a high priority for Mindjet marketing. Dempsey (2012) explained that, Lead scoring means creating a “points system” related to various demographic, firmographic and behavioral attributes, such as job title, industry, size of company and prior website activity (webinar signup, pages visited, etc.). Hussain (2013) described the process as, within the larger inbound marketing methodology, lead generation falls in the second stage. It occurs after you’ve attracted an audience and are ready to actually convert those visitors into leads for your sales team.

### III. RESEARCH METHODOLOGY

The qualitative study is conducted. The study researcher used is exploratory research method because it will study and analyze the factors influencing lead generation process and also the problem that each department involved in this process is suffering. The total population for the study is 25 people. The study is dependent on responses given by a sample of 9 people of the organization who are working for the lead generation process and sales process. Primary data was collected through in depth interviews conducted by researcher and secondary data was collected through various sources like books, magazines, journals, research papers and the internet. The non- probabilistic sampling method is used i.e. convenience sampling. The content analysis is used for the analysis of the data.

### IV. DATA ANALYSIS

The whole data is divided into three department’s i.e. pre-sales, sales and after sales. From the data researcher find out certain keywords in accordance with lead generation process for that content analysis is used as a tool to analyze the data. From this data researcher has finally come up with 17 key words which are further group under certain key steps of lead generation process.

**Table 1: Frequency table of keywords**

Keywords	Pre-sales	Sales	After sales	Frequency
Source	26	8	-	34
Contact details	22	-	-	22
Criteria for selection	20	-	-	20
Unavailability of information	5	12	-	17
Calling	21	12	9	42
Introduction of product	16	14	-	30
Follow-up	12	13	-	25
Network unavailability	12	14	10	36
Customer interest level	14	12	-	26
Appointment for demo	13	-	-	13
Delivering demo	9	12	-	21
Technical issues	16	12	12	40
Qualified leads	5	4	-	9
Clarity of thoughts	13	11	9	33
Variable customer demands	-	15	8	23
Solving queries	9	15	12	36
Negotiation	-	23	-	23
Services	-	12	22	34

*Sources:* The sources of information to gather prospects details were specifically used by pre-sales department and in addition to that sometimes sales people also use it. But the after sales people were not going gather information regarding customers as it is provided by sales and pre-sales department.

“firstly to gather the information about companies with list and areas /regions, details like phone no., email-id and after that we start the pre-sales department.”

*Contact details:* Contact details of the clients were collected by only pre-sales department so no other department involved in this process.

“We firstly gather information regarding the company to whom we are targeting after that looking for the specific person to whom we are approaching to i.e. information of HR/IR.”

*Criteria for selection of companies:* Criteria for selection of any companies were strictly used by only pre-sales department.

*Unavailability of information:* The impact of incorrect information was mostly faced by sales people and after that pre-sales people. So, pre-sales people were responsible for the collection of incorrect information.

“If the address is not given with specifications then it is hard to find the location of the offices of the companies.”

*Calling:* When pre-sales people approach to prospects they were connected through mobiles and landlines i.e. they were calling the customers. Sales people also firstly talk with customers to solve some queries and to grab some additional information. Meanwhile, after sales people also solve queries by connecting with people through calling. So it was most important part to stay connected with customers.

*Introduction of product:* Initial introduction of product was done by pre-sales and briefing about the product was done by sales department.

*Follow-up:* Follow-up of prospect about their interest in product was done by pre-sales and sales department follow up for interest of customer for purchase.

*Network unavailability:* While connecting peoples all the department face the problems and different impacts on the customers’ interest level.

*Customer interest level:* Keeping customer’s interest was the quest for pre-sales and sales department.

*Appointment for demo:* Appoints for both online and on site demo were taken by pre-sales department.

*Delivering demo:* Demos were delivered by both pre-sales and sales department. This was the phase to give briefing about the product.

*Technical issues:* These were the major issues that were concerned to all the departments without which they were stuck in difficult situations.

*Qualified leads:* These were concerned with both pre-sales and sales departments. As well qualified leads lead to smooth process of sales.

*Clarity of thoughts:* The clarity of thoughts between departments leads to smooth functioning of process. If departments know about what they want and conveyed it to other department the process become easier.

*Variable customer demands:* The demands from customers were mainly handled by sales and after sales departments.

*Solving queries:* Solving customers' queries make customer to relate with product easily. This was done by all departments in different scenarios.

*Negotiation:* Negotiation was only done by sales people. That can be on various parameters it was not only related to money but other factors were also get included.

*Services:* After sales was the department who provide services after selling of product and also by the sales department before sale happens.

#### IV. Interpretation

The purpose of this study was to find the factors affecting the lead generation process and also to find the difficulties they face during this process. As the study was explorative in nature, we use the findings to guide theory development by offering a detailed description of the postulated adoption factors. Furthermore, we raised research questions to generate new research directions based on the explorative findings.

**Table 2: Effect of each keyword on the process**

Key steps involved	Keywords	Effect
Data Collection	Source	+
	Contact details	+
	Criteria for selection	+
	Unavailability of information	-
Approaching to customer	Calling	+
	Introduction of product	+
	Follow-up	+
	Network unavailability	-
	Customer interest level	+
Taking appointment	Appointment for demo	+
	Delivering demo	+
	Technical issues	-
Transfer to sales department	Qualified leads	+
	Clarity of thoughts	-
On-site visit	Variable customer demands	+
	Solving queries	+
	Negotiation	+
After sales work	Services	+

Subsequent interpretation was done on Table No. 1 & 2. First step of lead generation process is to collect data for that we were using various sources to collect information about the prospect. So researcher interprets that it has positive impact on the data collection process. Getting the accurate contact detail is necessary to connect with customers and also to reach out to the customers' place. So contact details have positive impact on data collection. Setting criteria for selection of company gives the selected clients who can buy their product. So it also has positive impact on data collection. Unavailability of information about prospect leads to uncertainty about prospect whether they can buy the product or not. So it is negative effect of the process. While get in touch with customers they were approaching to customers via calling through mobile and emails. But to interact with them only use calling, so it creates positive effect on the process. While introducing product to customer, tell them about product features and its usage which create customers interest in buying that product. So it creates positive effect on the process. While connecting with people network unavailability creates negative impact in customers' mind and also it is difficult share their response to us. So it creates negative effect on the process. Knowing the customer interest level put us in command to take decision on whether to follow that lead or not to utilize time effectively. So it is important factor and also positive effect on process. It is most important part where pre-sales people take appointment to introduce and explore information about product. So it is positive effect on the process. Delivering the demo to customers is explaining them about product, its uses and how it helps them. It creates positive effect. Technical issues restrict us with option to connect with customers and also to deliver them solution. It is negative impact on process. To have well qualified lead reduces the work of the individual to most of the extent. With having clear thought about what we are doing then it is easy to work properly. There should be proper communication with other departments. So it creates negative effect on process. To handle variable customer demand not that easy to manage but having proper base ready it become easier to handle these requirements. It is positive effect on customers. Solving queries of customer efficiently is positive side for every business. So it is positive effect on the process. Negotiation on all type of parameters is most important thing in case of surviving in business. Successfully negotiating thing has positive effect on the process. Providing additional after sales services keeps customer in faith of solution to any problem can be given by them. So it is positive side.

## V. FINDINGS & CONCLUSION

Connecting with customers through various gadgets available is the most important thing in the process of lead generation. There was communication gap between all the departments involved in process of lead generation. Network issues and technical issues were the key important issues in the process of lead generation. Negotiation on various terms and condition in the sales process effectively is one of the key factors to grab deal. The filtering process of prospect was not doing well. Unavailability of proper information about prospect creates bad impact on lead generation process.

The lead generation process is the backbone of the sales process in all industries. Considering the current scenario of lead generation, they have only opted for cold calling for generating leads. As they were growing company they should focus on the same process that they were implemented. But addition to that they need to generate well qualified leads so that sales people can only visit the companies when companies have keen interest to know and purchase the product. The process of lead generation in the CLM System Pvt. Ltd. was doing well. Only the problems like connectivity and technical issues need to be sorted out

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