



The Exact Expertise to  
Ignite and Sustain Performance™

## LSA Global | White Paper



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## Dig for Gold: Dump the Suspects, Lock in the Prospects

**T**he Web 2.0 world promises to increase our prospecting productivity by delivering qualified leads to our inbox at the prospect's time of need. But take a closer look: Are these leads really qualified, or are they merely suspects?

Prospecting traditionally has been a random assortment of activities. Website leads, special offers, email campaigns, direct mail, trade shows, advertising, cold calling, conferences, and referrals. If you throw a lot of things against the wall, something is bound to stick.

One of my clients maintained four categories in his client-development database: suspects, prospects, clients, and dead. I asked him the difference between suspects and prospects. Suspects were names from a purchased list. He was frustrated with this list, because he would call and call, and still couldn't reach people after nearly a dozen calls. It became harder and harder for him to pick up the phone.

Prospects were completely different. Prospects were people who had been referred, and when he called them my client was able to get an appointment immediately. I asked why he was spending so much time trying to connect with suspects, when he didn't even know if they had a need for his product. Silence. It hadn't occurred to my client to simply drop the suspects from his business development plan.

Many Web 2.0'ers allege that they will deliver qualified leads (prospects) to your inbox. We know this isn't true. Just because someone has visited your website and downloaded an article or whitepaper, doesn't mean he is qualified. He may just be curious, expanding his knowledge, or researching a competitor. You know about the person's activity. But he's not a qualified lead or prospect. This site visitor is still a suspect.

If you are a salesperson selling a service in a complex sale, you want to make certain that every person you talk to and meet is a qualified lead—a prospect. The fastest and least expensive way to meet the people you want to meet and who want to meet you is to get a referral and a personal introduction. Talk about increases in productivity! What if you had only qualified prospects to contact? What a difference that would make in your business!

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SOLUTION  
DETAILS



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## About LSA Global

Since 1995, LSA has helped leading organizations create and maintain competitive advantages through people. We work with a select group of clients to help them “move the needle” - from simple awareness of best practices through actual adoption of new skills on-the-job to measurable performance that truly impacts the business.

Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts across many areas.

## How Far Do You Want



## To Move the Needle?

- Our **Sales** clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.
- Our **Customer Loyalty** clients confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.
- Our **Leadership and Management** clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.
- Our **Project Management** clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.

For more information, please visit us:

- [Assess Skills](#)
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