

An Overview of the Lead Captain Service



Creating Sales Management Excellence

4712 Admiralty Way, Suite 617 • Marina Del Rey, CA 90292 • (310) 305-7198 x111 • Fax (310) 861-5819

www.gilcargill.com

LEAD CAPTAIN SERVICE

Thank you very much for your interest in our Lead Captain service. This document is written to explain this unique new service.

- **Definition:** The Lead Captain is not an appointment-setting service. We will identify the prospects that are interested in your product or service and present your sales team with the appropriate information to contact those prospects. You see, we've found that lead generation contains two distinct tasks. The first task is searching for someone who's interested in your product or service.

This searching is typically done by salespeople, utilizing 19th-century (you read that correctly) prospecting techniques. Cold-calling, for instance, has been studied and the results have documented that 90+ percent of cold calls go into voicemail. Consequently, salespeople are discouraged, demoralized, and they realize that the return on their effort is minimal at best. You see, they aren't selling; they're searching for someone to sell to.

After the searching has concluded satisfactorily, that's when the salesperson must convince the prospect to change his/her calendar, agenda and/or priorities to discuss the possibility of becoming one of your company's customers. Our Lead Captain cold-emailing system does the searching for you.

- **System configuration:** The system can be delivered as a do-it-yourself package or, more expeditiously, as a turnkey system. Both implementations will achieve the same result... more targeted leads to pursue. The turnkey implementation typically takes two to three weeks, start to finish; the do-it-yourself kit obviously takes longer.
- **How it works:** Once the Lead Captain system is set up, it will send a predetermined number of emails to a cold-emailing list. You are responsible for obtaining and inputting that list. Our software peruses the list as it's being imported and will discard any incorrect, outdated and/or bad emails, so that your mail campaigns will be successful. Our software monitors the behavior of the recipients.

For instance, when they click a link to download a whitepaper and/or to go to a landing page, our software will note that they are demonstrating a higher degree of interest than people who do not click that link. The same is true for repeated openings of the sequential emails. Typically, the more often an email is opened by one individual, the more interest in your offer that individual has demonstrated.

- **Reports:** Your team will receive a report based on the lead scores assigned to the various recipients of your cold-emailing campaign. It is then up to your team to make the calls and pursue these opportunities.
- **Morale boost:** Your team will quickly realize that they aren't calling "lookie-lous" but they are indeed calling people who have interest in your product or service.

CAMPAIGN DESCRIPTIONS

The Lead Captain system manages multiple campaigns to obtain and, more importantly, maintain top-of-mind awareness with a wide variety of contacts in your marketplace, based on their relationship with your company. The campaigns that are included in the Lead Captain are as follows.

- **Approach campaign:** The approach campaign is assigned to names that are acquired from any database source that you desire. These are suspects who may or may not know that your company exists.
- **Stay-in-touch / nurture campaign:** Our research shows that 3% of any database are current buyers. They are interested in buying products or services at any given time. Consequently, 97% are future buyers. The stay-in-touch / nurture campaign is designed to maintain top-of-mind awareness with these future buyers so that, when they are ready to buy, you and/or your team will be considered.
- **Referral campaign:** This is a campaign that you can assign to some or all of your existing customers. The goal of this campaign is, as the name infers, to generate referrals to new business within your marketplace.
- **Active customer campaign:** This campaign is designed to perpetually reinforce the value of the decision made by your customer and gently nudge existing customers towards upsell and/or cross-sale opportunities.
- **Lost sale campaign:** Hopefully, you won't use this one too often but we have found that, by staying in touch with customers who say "no", many of our clients have been able to resurrect the sale six to eighteen months later. Let the Lead Captain stay in touch with opportunities for you.
- **Inactive customer campaign:** Let's wake up those customers that bought from you in the past but haven't heard from you for a while. Let's welcome them back to an active relationship with your company and help them make an incremental buying decision.

FREQUENTLY ASKED QUESTIONS

- **Will you set appointments for us?** No; we identify people who have displayed interest in your product or service and provide you with a report on their contact info. Your team is responsible for following up.
- **Are we violating any CAN-SPAM laws?** We get this question all the time. No; if you'll carefully read the United States code CAN-SPAM laws, you'll see that every email we develop for our clients is in complete compliance with the CAN-SPAM laws.
- **Do my salespeople need any special training?** No; that's one of the major benefits of the system. All they have to do is follow up on identified targets.
- **How long does it take to set up the system?** The turnkey version typically takes two to three weeks. The do-it-yourself version can be completed as fast as you and/or your team can work.
- **Is this service eligible for manufacturer co-op funding reimbursement?** Many manufacturers have reimbursed our clients for this service. We will be happy to provide any manufacturer that you'd like with our credentials and referrals.
- **How many contacts can I load?** An unlimited number of contacts can be loaded into the system. We will throttle the volume of contacts started daily to keep you in compliance with the email best practices.

PRICING

The do-it-yourself version of the system is delivered in a combination of Word document "templates" for your modification and a multi-module online training seminar. Additional coaching is available to aid in the development and deployment of your do-it-yourself Lead Captain system. The fee is a one-time charge of \$997.00.

The turnkey, done-for-you Lead Captain system is a one-time charge of \$3,997.