SALES & MKTG committee

The PSA Sales & Marketing Committee is focused on helping PSA integrators navigate the competitive marketplace and increase revenue. Below are a few tips from the committee on lead generation and lead management.

Lead Generation Strategies

▶ Join networking groups, professional affiliations, and local chapters within your vertical markets, for example:
- Business Networking International Information Security Systems Association
- Building Owners & Managers Association
- International Facility Management Association
- International Association for Healthcare Security & Safety
- FBI InfraGard
- ASIS International
- Security Industry Association

▶ Explore virtual networks such as LinkedIn.com, industry blogs, etc.

▶ Develop and maintain manufacturer relationships for inside information and validated leads.

▶ Subscribe to lead generation databases like:
- The Blue Book
- McGraw-Hill Construction Dodge Reports
- iSqFt
- FedBid
- BidClerk
- The Business Journals (Bizjournal)

Traditional Methods Are Still Effective!
- Cold Calls
- Customer Referrals
- Industry Events

Every customer-facing opportunity **a lead generation opportunity!**

is ALWAYS

Lead Management Software

WeOpportunity, by PSA Business Solutions Partner WeSuite, gives you the power to record, distribute, track and manage leads centrally. The Lead Center, for non-sales team members, enables lead creation and distribution. Lead Management enables sales team member to record and manage their own leads and opportunities and work on leads passed to them by others. Visit www.buypsa.com/WeSuite.

Develop & Enforce Data Quality Standards

ConnectWise is the developer of the worldwide leading business management platform designed exclusively for technology solution providers. ConnectWise ensures the motivation, resources and business intelligence required to make your sales results jump is in the right hands at the right times. Visit www.connectwise.com.

Track & Account for All Jobs Lost — These Are Potential Service Opportunities.

HubSpot is the world's leading inbound marketing software platform that helps companies attract visitors, convert leads, and close customers. Over 10,000 customers in 65 countries use HubSpot's award-winning software, services, and support to create an inbound experience that will attract, engage, and delight customers. Visit www.hubspot.com.

Salesforce.com is the enterprise cloud computing leader with 100,000+ customers. Their social and mobile cloud technologies—including flagship sales and CRM applications—help companies connect with customers, partners, and employees in entirely new ways. And thanks to the cloud, all of it comes with low cost, low risk, and fast results. Visit www.salesforce.com.

Create a Communication Schedule

QuoteWerks is specialized software used in every industry for creating sales quotes and proposals. QuoteWerks has empowered businesses for over 20 years - increasing their productivity and closing more sales by simplifying and speeding up their price quoting/proposal processes in the office and on the road. Visit www.quotewerks.com.

Nurture Leads that Aren't Quite Ready