



Lead Generation for the Complex Sale

By Carroll, Brian

McGraw-Hill Education - Europe. Book Condition: New. 2006. 1st Edition. Hardcover. Presents a strategic, multi-modal approach to generating qualified leads for complex sales. This book teaches how to define ideal leads and target sales approaches; align sales and marketing to optimize the number of leads; build lead pipelines; use multiple lead generation vehicles, including email, PR, referrals, speaking events; and more. Num Pages: 224 pages, Illustrations. BIC Classification: KJS. Category: (P) Professional & Vocational. Dimension: 239 x 162 x 22. Weight in Grams: 496. Books ship from the US and Ireland.



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