

How many deals did your marketing budget buy you?

PART 8: First Contact in the 'Last Mile'

Higher Performing Demand Creation
from **The Point Company** and **Amigos Network**

Without sales follow-up, MQLs hold little value. If a business has successfully generated high-intent MQLs, it's now the role of sales to convert them.

Whether using an in-house team or outsourcing, success depends on how efficiently these leads are handled starting right from the first contact. The change in behaviour means buyers lean towards 'self serving' until much later in the engagement cycle so adapting sales follow up accordingly will lead to better performance and higher conversions.

The Value of High-Intent Leads

High-intent leads are those who have shown clear interest, such as requesting a demo or engaging deeply with content. They're often close to making a decision about needing more information and will be more receptive to a call. When managed well, they lead to faster sales cycles, more efficient resource use, and higher conversion rates.

Optimising Lead Conversion

Even with high-intent leads, the right process and tools are crucial for success.

Below are key approaches to turning these leads into conversions:

1. Tailored Conversations

High-intent leads need a personalised and more consultative approach.

Using enriched data on the lead's previous interactions with the brand ensures every conversation is relevant. By tailoring messages to their specific interests, sales can create more meaningful engagement and increase conversion likelihood.



2. Faster, More Efficient Conversions

Warm leads are ready to act quickly, but they are probably still some way off placing an order and will still require onward engagement. The first contact is essential so sales teams must follow up swiftly to keep momentum. Engaging a lead shortly after they show intent is crucial—delays can cause the opportunity to fade.

3. Persistence with Purpose

One call or email rarely closes the deal. Strategic, well-timed follow-ups keep the lead engaged without overwhelming them. Regular, purposeful contact ensures the prospect stays aware and interested, maximising chances of conversion.

4. Utilising Engagement History

Sales teams need insights into a lead's previous interactions with marketing. Knowing which emails they opened or which products caught their interest enables more relevant conversations. This approach avoids redundancy and focuses on addressing the prospect's specific needs.

5. Prioritising Clear Intent

Not all high-intent leads are equal. Focus should be on those demonstrating clear buying signals, such as requesting pricing or a demo. Prioritising these leads optimises resources and boosts conversion potential.

6. Maintaining Visibility and Feedback

Sales teams must track each lead's progress and keep marketing informed. A real-time feedback loop between sales and marketing ensures strategies adjust as needed, preventing leads from being lost in the process.

Turning Leads Into Loyal Customers

High-intent leads seek solutions to their problems, not just products. Turning them into loyal customers requires building trust through personalised, consultative conversations that address their concerns.

This strengthens relationships and accelerates decision-making, driving higher conversion rates.



When Sales Excel

Sales achieve better performance and higher conversions by focusing on three core factors: personalisation, efficiency, and persistence.

Combined with insights into lead behaviour, these factors help agencies maximise every high-intent lead's potential.

Key strategies include:

- ***Personalised engagement based on enriched data.***
- ***Rapid follow-up while the lead's interest is still high.***
- ***Purposeful persistence to nurture leads effectively.***
- ***Close collaboration with marketing for real-time strategy adjustments.***

Conclusion

When managed well, high-intent leads provide significant value to businesses. By using enriched data, strategic follow-up, and a consultative approach, sales teams can achieve higher conversion rates and better performance.

High-intent leads aren't just sales opportunities—they are key to long-term business growth. With the right approach, sales and marketing teams can convert these opportunities into loyal, long-term customers.



Higher Performing Demand Creation

from **The Point Company** and **Amigos Network**

A Win for buyers – a win for you

Our team of experienced marketing and sales professionals offers a comprehensive, plug-and-play demand creation service based on proven community marketing strategies.

Building relationships and trust

By leveraging our buyer community engagement to generate high-intent leads for individual brands, this programme adds real value and certainty to your marketing and sales initiatives.

Smart marketing

We recognise the challenges faced by today's tech buyers and the increasing costs businesses incur to attract them.

That's why we've developed services that support buyers throughout their decision-making journey, while delivering qualified appointments to your sales team.

First-call in the 'Last Mile'

With our Market Activation™ approach, we provide a transparent, results-driven process that ensures better sales outcomes and a clear path to growth. Because we create the initial digital touchpoint to the first call in the last mile in the sales cycle, we're able to be ourselves accountable for measurable success.

Economies of scale

Our services are flexible—designed to integrate with established teams, serve as a complete go-to-market solution for businesses lacking resources or leveraging greater value from channel partner relationships. Scalable across multiple markets, our plug-and-play model offers significant economies of scale.

Organise a Demo

Discover how our solution can enhance your demand creation efforts, letting you focus on building meaningful relationships with your customers.

Visit us at www.theamigosnetwork.com to learn more, or book a meeting today to see the difference firsthand.