



## Generating Business To Business Leads Using A Funnel

### What a funnel is

A funnel can be defined on a simple level as a process of going out to the market and getting the attention of people you want to talk to, showing them a bit of a journey, teaching them how you can actually help them, and then making them some kind of offer if you're the right fit.

In the business to business sense, a funnel is a way of getting in front of business owners, getting them to raise their hand and agree to some kind of way of seeing if you can help each other and create a win-win scenario.

### The three steps to a funnel are:

- 1. Awareness** - Do you know about what we do?
- 2. Consideration** - Have you thought about if what we do is right for you?
- 3. Conversion** - Do you want to work with us to get some kind of outcome that will move you from where you are to where you want to be?

In a nutshell, what does it take for someone who's never heard of you before to decide that you're the right fit for their business, and then to engage your services, or buy your product?

### The planning process

To plan out a funnel, you don't need tools any more complex than a pen and paper or a whiteboard.

The Growth Labz team like to work backwards. You can do this by:

#### **1. Looking at the products you or your clients sell.**

Map out the benefits you think the product or service provides to the client. Look at the pains that market is feeling, and match it up to why you think your product is the best at helping solve that pain.

Think of this in a human-to-human manner - rather than thinking you're selling to a company, think about who you're selling to; what person within that company are you dealing with? Try to understand them psychologically:

- what they're thinking about
- what their KPI's are
- what makes them tick





- what drives them in their business or careers

## **2. What are the possible objections?**

Consider what might stop someone from doing business with you.

- Is it the price?
- Is it a trust thing?
- Is it that they haven't heard from you before?
- Is it not their money? Do they have to get approvals?

Understand the buying process, as well as the psychology behind why someone's looking to buy.

## **3. Self-liquidating and loss leader offers**

By the time you're talking about objections, you've probably already made an offer. Before you get to the offer stage, there's a few steps. Understand what you can do with your client to build trust, build the relationship and build authority. This can often be achieved by initially offering a lower-taste or a lower-version or cheaper product. If they trust you enough to make a purchase, and you were able to deliver on your promise, there's a good chance they'll spend more with you.

## **4. Turning prospects into leads**

Before someone becomes a client or a customer, they are generally a lead, and before that, a prospect. A prospect is someone who has shown interest in your product, at least someone who raised their hand and taken some kind of action, such as giving their name and email to get something from you, that shows a higher level of interest than somebody who's just seen your ads. So think about

- how can you turn a prospect into a lead?

An actual campaign might run in the following order, as one example unfolded for Growth Labz:

### **1. Running ads**

Different ads are run on both Facebook and LinkedIn, talking about a common problem in the market that prospects have, about ways they might solve the problem for themselves, and showing a few examples of how Growth Labz have done that in their market.

This is like a proof builder, like the case study format of demonstration, and ideally, it involves someone who's relevant or known by the prospect.

### **2. Anchoring the trust**

Besides talking about what they'd already done, the team showed proof throughout the entire process. They then delivered value in advance. This was





done through a webinar (now a video) showing them some of the campaigns they ran in the past, how they set up campaigns, and the numbers that they got from the campaign itself into that market.

### **3. Nurturing the interest**

After the webinar, there were two options. One was to book a call with and understand how the team could help their business. The other one was to go through an email nurturing sequence, showing them even more examples and giving even more value, asking the relevant and right points, depending on what emails they were reading and what they were clicking, if they actually wanted some personalized help.

Another example from Growth Labz used, instead of a webinar, a white paper and a case study. They made an offer straight from the content, which in their case was a free demo of a software.

### **Retargeting and sequences**

By tracking what people do online, the team could tell where prospects were in the funnel and could act accordingly. If they hadn't read the case study, for instance, they could show some different sets of ads and add more value before asking people to take a trial.

There are various personalizations you can take based on people's actions off of ads and emails. One of the obvious sequences you can have is one for people who look at a sales offer and don't purchase. Following them up can mean an additional 20 to 30 percent of sales. You can also go back to people you've dealt with in the past and make an offer to them. It's a simple sequence you can base on time, segmenting out people who are not current active buyers or who've been buyers in the past, but have not purchased.

### **The beauty of regular content**

When you have a podcast or regular video content, it's an opportunity to keep sending out emails to people, letting them know there's new content and making an offer. It's not just a way of attracting new customers but reactivating old ones who may have stopped buying.

For more help with your business join the [SuperFastBusiness](#) membership

Need help getting high-value leads? Get it at [GrowthLabz.com](#)