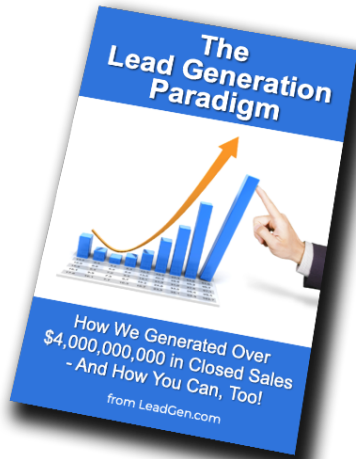


Announcing an Important New Book for Any Business that Needs More Sales:

The Lead Generation Paradigm: How We Generated Over \$4,000,000,000 in New Sales - and How You Can, Too!



The Problem

Businesses are failing at an epic rate.

According to The New York Times, over 3,200 Venture funded start-ups **failed** in 2023, wiping out over \$27 billion in invested capital.

According to CB Insights, **over 70% of all Private Equity funded tech start-ups failed** in 2022, most within 20 months of receiving financing, and losing an average of \$1.3 million per company.

And according to the US Dept. of Labor, the **5-year failure rate for all businesses exceeded 50%** last year for the first-time since 2008.

Read "The Lead Generation Paradigm" and learn how to achieve reliable, consistent and profitable sales growth!

Why Are So Many Businesses Failing?

Most analysts conclude that the reason for the high failure rate is because these businesses:

- Didn't satisfy a need
- Had a bad business plan
- Lacked financing
- Were in bad locations
- Exhibited inflexibility, or
- Expanded too rapidly

But does this really make sense?

What Private Equity firm would fund a business that didn't satisfy a need? Who would fund one that had a bad business plan? And who wouldn't throw good money after good? Or move if they had to?

There is obviously something else causing the high failure rate.

Here's the Data-Point They Don't Tell You:

Turnover among Sales and Marketing professionals is more than 60% by the end of two years!

So maybe these people leave, or are fired, because the strategies they use to grow sales *don't actually work*.

The Real Reason Why So Many Businesses Fail

It turns out that the reason why so many businesses fail is because most strategies they use for growing sales fail outright, or more generally because...

- ⇒ The platforms and media prevent access to markets
- ⇒ Marketing technologies don't deliver meaningful outcomes
- ⇒ Finger-pointing between Marketing and Sales
- ⇒ And waste has been redefined as an MQL

In other words, businesses fail because they employ an approach to Marketing and Sales that incentivizes activity over results, excuses failure, and leaves business owners holding the bag.

Marketing Strategy Failure Rates

95%	Cold Calling
96%	Trade Shows
97%	Digital Marketing
98%	SEO
99%	Email

The Solution: The Lead Generation Paradigm

Contrary to popular opinion, Lead Generation isn't some promotional tactic that you can just bolt onto a failing marketing program in order to save it. And it's not some magic technology, a list, or a lead qualification process.

Rather, Lead Generation is a *time-tested, high-level business growth strategy* that incorporates, and bridges the gaps between, the Marketing and Sales functions so that any business can generate real, profitable revenue and market share growth.

It represents a powerful, time-tested approach for how to go-to-market – no matter what business you're in.

And it's proven by having delivered more than \$4,000,000,000 in New Sales for hundreds of businesses!



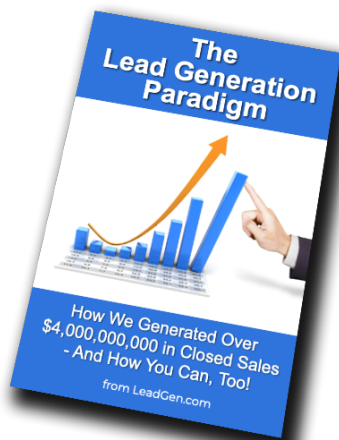
The Lead Generation Paradigm

About the Book

Generating genuinely qualified sales leads **and ensuring that they make it successfully through the sales funnel** are the chief challenges facing most businesses that are trying to grow their sales today. Platforms, marketing professionals and solution sellers simply provide tools, most of which don't ultimately generate qualified leads or close sales, despite how they're promoted.

The bigger problem, though, is *strategy*. Most companies don't know how to position themselves, or go-to-market, in a way that's going to result in the generation of qualified leads – or enough of them – that will convert and close quickly, profitably and reliably, and enable the business to acquire market share, either with new products or in competitive markets.

But "The Lead Generation Paradigm" explains in detail what's happening, and how a business can position itself, and go-to-market, so it can generate qualified sales leads that enable it to achieve its revenue growth goals.



Who Should Read "The Lead Generation Paradigm"?

Business Owners • Sales Representatives • BDRs • Marketing Executives

Anyone in Sales or Marketing Management, anyone who's responsible for sales, market share or profitability growth, and who's struggling to achieve their revenue goals, should read "**Lead Generation**".

Why Read "The Lead Generation Paradigm"?

If you're trying to accelerate your sales growth, "**The Lead Generation Paradigm**" will teach you how to bootstrap your Sales, and take your Sales to the next level, including:

- How to find prospects who need your product, and who want to talk to you about how you can help
- How to articulate a value proposition that's going to get people's attention and stimulate interest
- How to get around the limitations on visibility imposed by the media and platforms
- How to motivate prospects to engage with you, and move their "Buy Cycle" forward
- How to create accountability in Marketing, and end the finger-pointing between Marketing and Sales
- And how to increase your close rate, shorten your Sell Cycle, and maximize your Sales Profitability

For only \$24.95, you'll come away from this book with a new, and more effective, way to design and implement your Marketing and Sales programs – and overcome your revenue growth challenges, once and for all!

Are you struggling to:

- Penetrate new markets?
- Displace competition?
- Create new opportunities?
- Find needs for your product?
- Stimulate interest?
- Increase your close rate?
- Shorten your sell-cycle?
- Increase sales profitability?

Then this book is for you!

Download your copy today at: www.LeadGen.com/eBook

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