

# New Business Lead Generation

## Evaluation and Improvement Service

Train to Win.tv offers an in-house evaluation, training and improvement programme aimed at identifying areas within your new business operation which could benefit from increased structure, greater transparency and improved processes to help win more business.

### What is the programme offering?

With an evaluative approach, we offer an impartial review on your current new business operations, giving you objective feedback on the tools and processes adopted at present. Where applicable, we offer improved tangible strategies to aid workforce efficiency and increase the quality and quantity of new business opportunities.

It is often misunderstood or underestimated how much preparation and consideration is required to run an effective new business lead generation operation and this often leads to under performance, detrimental marketing and low conversion rates.

The Evaluation and Improvement Service concentrates on creating greater transparency of all new business activity and implementing cohesive strategies to combine the effectiveness of Marketing, Telemarketing and Sales functions to aid better performance and increase the profitability of each.

### Detailed evaluation reports can be provided on:

- New Business process and communication flow between key departments
- Database accuracy, capture and lead tracking
- Data Quality in line with ICO and DPA regulations
- Campaign messaging, deployment and quantifiable results
- Lead Nurturing skills and timely follow ups
- Spoken and written communication skills
- Team morale, incentives and career progression

### Hands-On Assistance

Whether you need assistance in setting up an outbound calling team or help in achieving better results from an existing team, we can help.

If you are looking to create an apprenticeship scheme or develop a career progression model to help better train, motivate and retain staff, we can devise a long-term plan you can work with.

Perhaps you simply need someone to act as a conduit between your IT and Sales and Marketing function to help customise your database so all new business can be easily traced back to the original source and activity type, thereby concentrating your future efforts?

### Who offers the service?

Janet Barnes comes with a wealth of experience in people management, direct marketing management, campaign deployment, new business process, CRM user customisation and marketing data legislative guidelines.

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**If you are  
not willing to  
learn, no one  
can help you.  
If you are  
determined to  
learn, no one  
can stop you.”**

