



Sales Fundamentals

Lead Generation

What is Lead Generation?

Lead generation involves **creating, recognising and leveraging** opportunities to develop more business.

Why is Lead Generation Important?



Increase brand awareness



Improved market knowledge



Increase in job flow/ pipeline of jobs



Helps with Offer Management



Generate more revenue



Candidate Leads

Their current company, they will be leaving soon

Manager names from CV stripping

Companies they are interviewing with

Roles they have turned down

Companies that the candidate wants to work for.

Their companies competitors

Flipping a senior candidate

Reference calls



Internal Leads

Existing clients - Land and Expand

Lapsed Clients

Clients that work with another team- Cross selling

Missed revenue (jobs filled by another agency)

Old Leads

Referrals from current clients and candidates

Companies that are agency users

WIP/ Huddle leads