



**VIRTUAL** LEADGEN

---

**SALES** EMILY

# Ready to change your life?

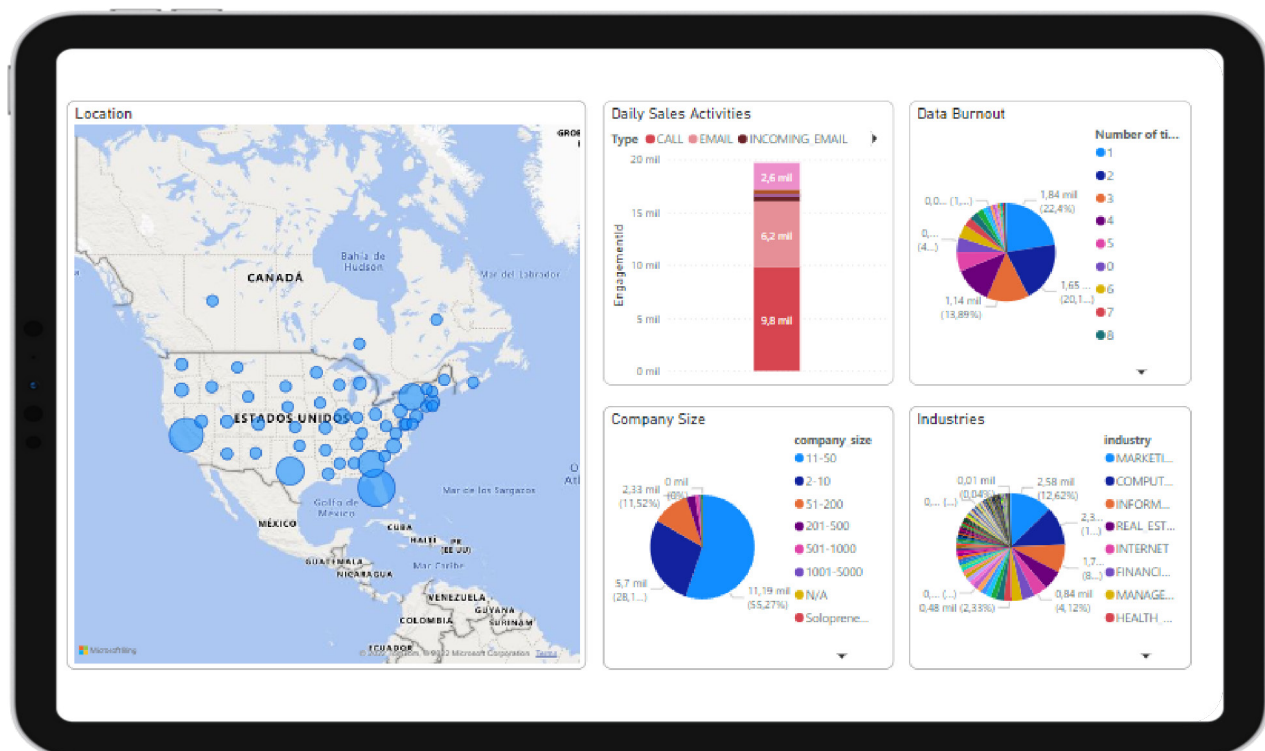
If you are reading this document,  
it's because indeed you are totally ready  
for it and also to step up your business with  
the **VCEO Life Experience**.

The Virtual CEO is a person who knows that  
mobility and time are the new freedom  
and therefore, manages business from  
a smartphone; knowing that the greatest results  
will come now that a Virtual Emily is doing  
the best job to accomplish every single goal  
and go beyond your expectations.

In this document, you will be able to know more  
about the process and the way we work, in order  
for you understand the relevance of Virtual  
**LeadGen** and our techniques that will give  
you the best possible results.

# What is Virtual LeadGen?

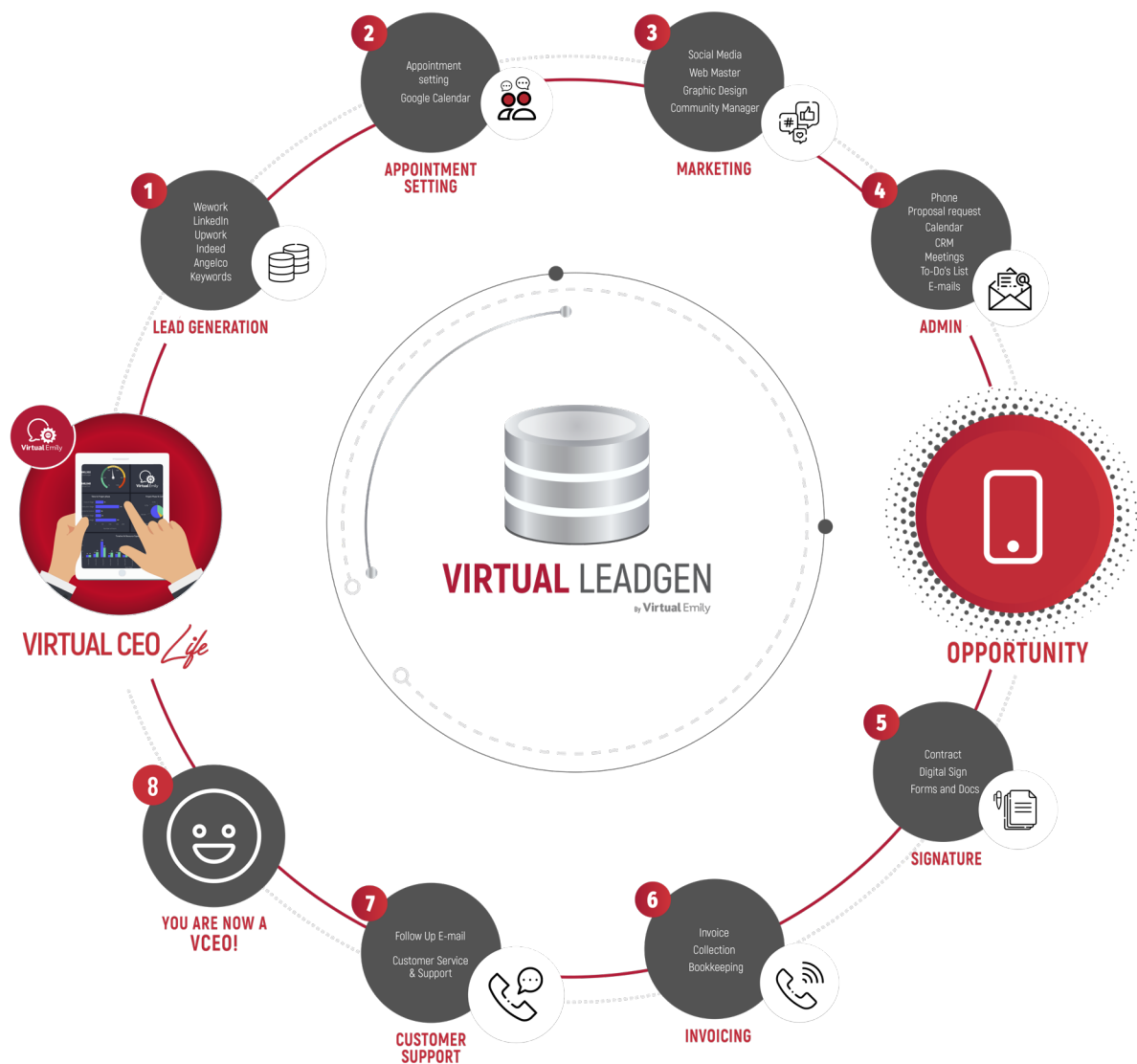
Virtual LeadGen combines advanced **Lead Generation Research** and **Appointment Setting calls** to transform the ways businesses are selling. It is the 3.0 of sales.



# How does it work?

We manage your data and create-real time warm leads that we feed to appointment setters, thus generate meetings that will transform and boost your sales!

## How do we make it happen?



During this phase, we will consult with the CEO of Vantech Group in order to create strategies based on his needs and objectives regarding the operation. We will develop a SOW (Statement of Work) which will include:

**1**

Identify the sources, keywords and processes for Virtual Lead Generation.

**2**

Initial Sample File and feedback from Client. BaseCamp set up and responsibilities of Vantech Colombia and Client. Establishing the project's scope with the Client's measurable milestones as responsibilities, in order to achieve a project based on what the client defines as success.

**3**

Implementation. Begin Calling and Appointment Setting.

**4**

Execution. Establish continuous feedback between Virtual LeadGen team and client, based on meetings and warm leads generated, in order to achieve milestones for success.

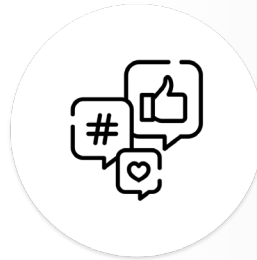
# How is it possible?

Our Remote Assistants generate more leads and book appointments for you in real-time regarding 3 key aspects:



## LEAD GENERATION

We use our Lead Generation process to find your prospect clients.



## SOCIAL MEDIA

We establish a social media campaign for all of your networks. (Facebook, LinkedIn, E-Mail Campaigns and others)

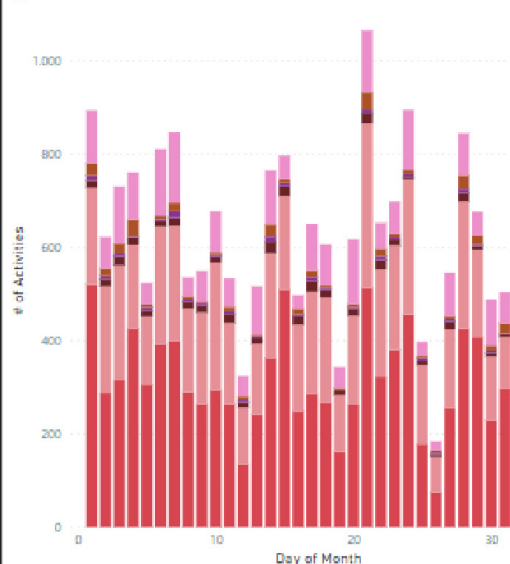


## APPOINTMENT SETTING

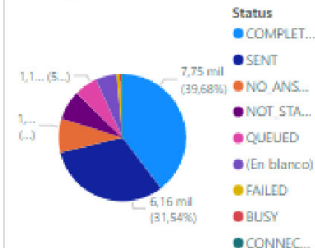
We schedule appointments for you and manage your agenda, based on LeadGen + Marketing

Daily Sales Activities

Type ● CALL ● EMAIL ● INCOMING EMAIL ● MEETING ● NOTE ● TASK



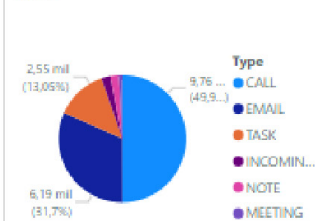
Meeting Outcome



Number of Calls



Types



Owners



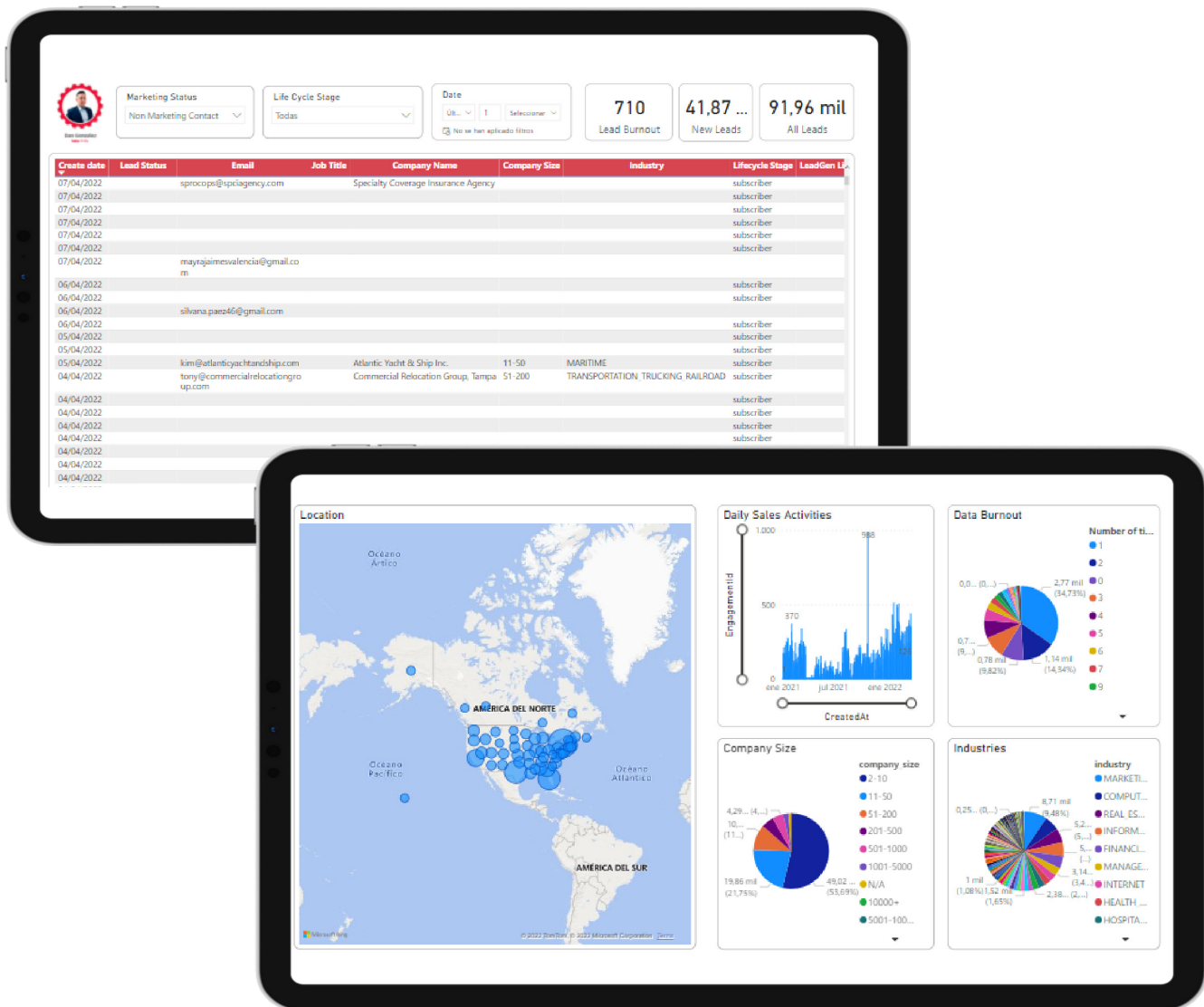
# How do we do it?

These are the most basic steps to be followed in order to have a successful Lead Generation process:

**SET UP  
GOALS**

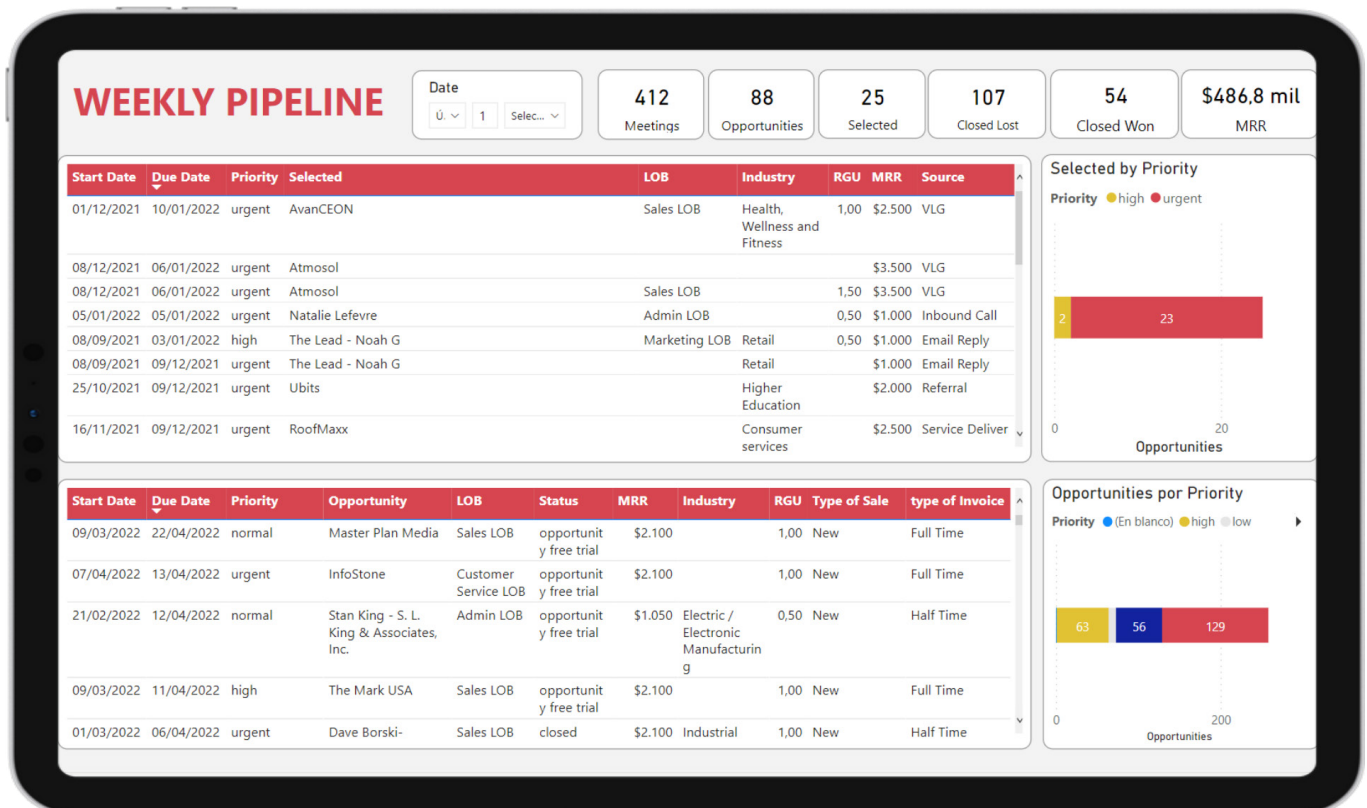
## Why do you want to get leads?

Simple, you want to generate appointments in order to increase your sales.



## Reasons for a Lead Generation process:

- Your existing database has never been updated.
  - You have lead-hungry sales teams ready to make you some money by selling through phone, but with no current data to exploit.
  - You need help with meetings generated by a successful team of virtual lead generators.
- You need brand awareness and successful e-mail marketing
- campaigns that increase your traffic.



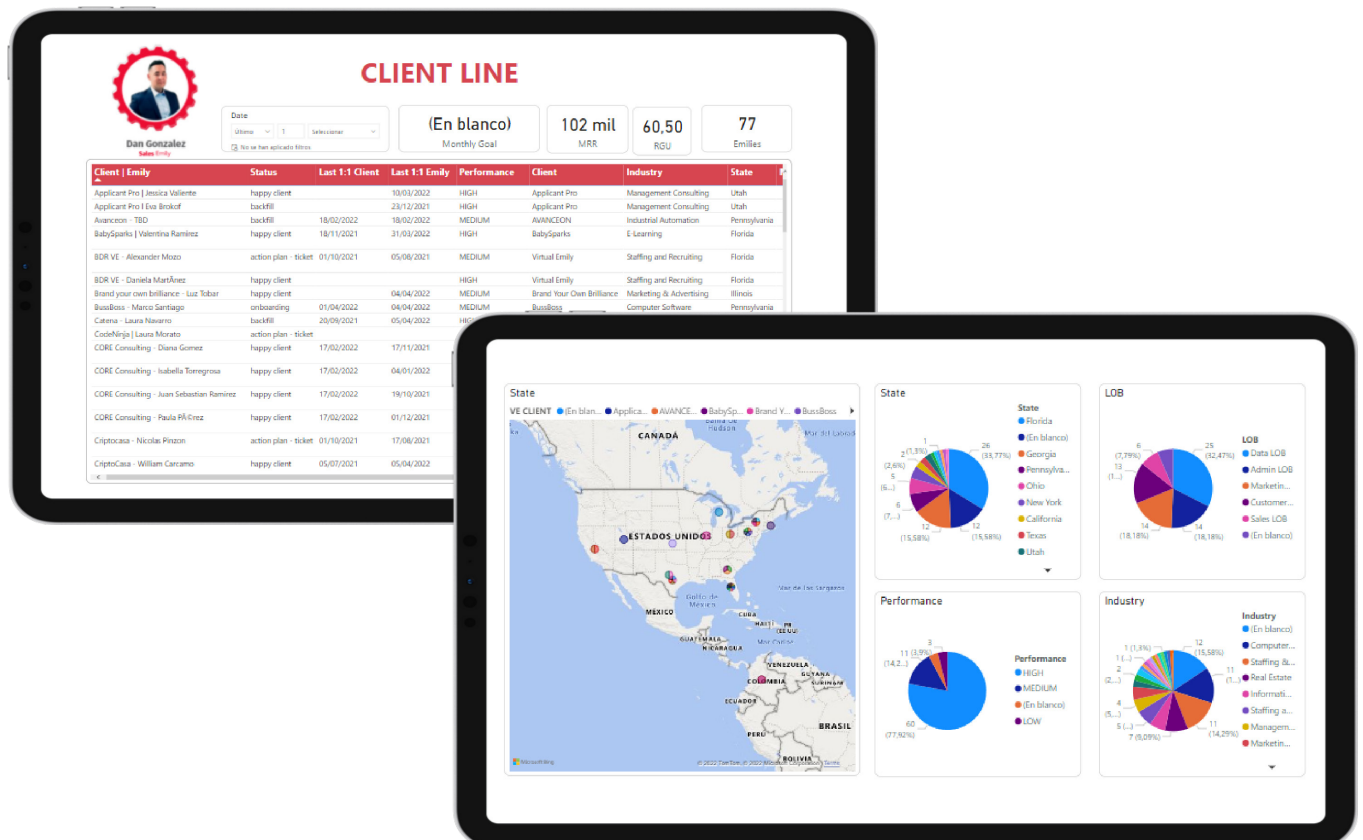


## Who are your clients?

You are the one who knows your business the best, and knowing your target client is crucial for stating what kind of leads you need; be sure to account those specific factors that constitute your market and build a clear profile with the information you need.

Leads are not leads if they don't have some sort of contact information for you to generate an appointment or have something in particular

- **What industry will I focus on?**  
Food, Telecommunications, Real Estate, Marketing, Staffing, etc.
- **How big should my clients be?**  
Startups, mid-sized or large companies













After understanding the information you are looking for, organize it in categories:

## Who is my buyer?

You need a decision-maker that has enough authority and is capable of purchasing your services inside the company. Ask yourself:

- **What department am I trying to reach?**  
Marketing, Human Resources, IT, Executive Board, Business Development, International Relations, etc.
- **What position suits me the best?**  
Chief Executive Officer, Vice-president of Information Technology, Business Development Manager, HR Executive, etc.
- **What kind of information do I need?**  
Phone number, branch or HQ address, e-mail address, Social Media, Website, etc.

 <b>Company Name</b>	 <b>Industry</b>
 <b>Description</b>	 <b>Corporate Phone</b>
 <b>Description</b>	 <b>Adress</b>
 <b>Decision-maker's Name</b>	 <b>Decision-maker's Phone</b>
 <b>Decision-maker's E-Mail</b>	 <b>Decision-maker's Social Media</b>

The most accurate and yet overall definition of a lead is: someone who is interested in your business and services. That's it. No way round.

Creating a good lead generation process is an art itself: every business is unique, so are its leads. It takes time and continuous feedback from sales; without communication between the lead generator, the sales, and marketing teams, it is not possible to measure the appropriate KPIs for success.



### **What are my KPIs?**

- Number of appointments
- Conversion rate on Sales

### **What kind of leads do I need?**

There are two types of leads you can profit from:

#### **WARM LEADS**

Leads that are interested in your business.

- Inbound e-mails
- Job postings
- Referrals
- Networking-made contacts

#### **COLD LEADS**

Leads that have not implied directly they are interested in your business, but they fit the profile you are looking for.

- Databases specifically designed based on DM
- E-mail campaigns
- Social media campaigns
- Cold call campaigns

## CREATE A SAMPLE FILE

Now that you realize what type of the leads you need and how to get them, create a sample file that puts all this reasoning into practice.

If the sample file doesn't work, probably the rest of the leads are going to be useless too, but if it is well-done and proves to be successful after you try it, the subsequent leads built around it should do as well.

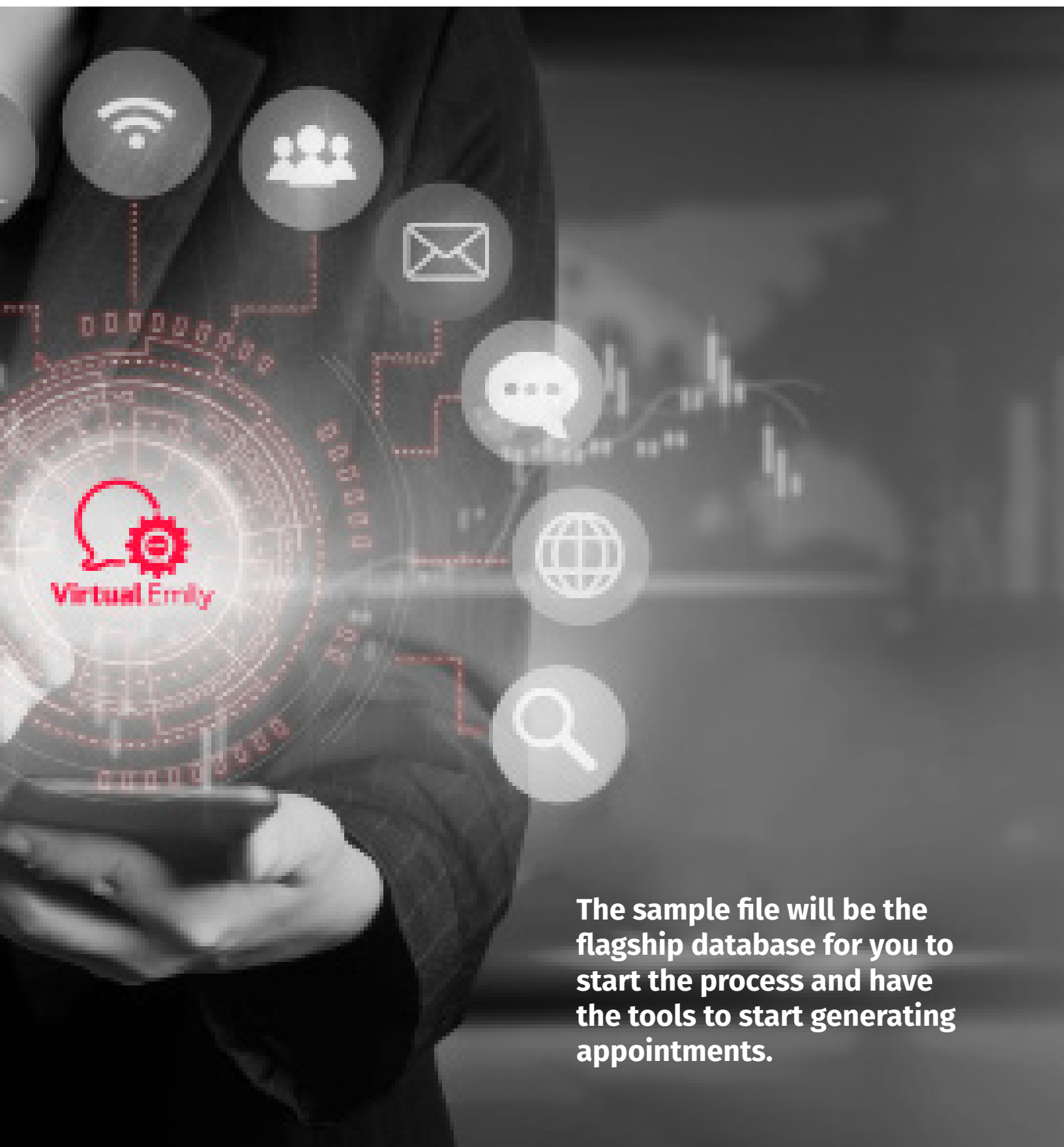
### **What kind of leads do I need?**

**Current clients:** They serve as the basis of the profile and keywords set up to begin.

#### **Warm leads:**

- Job postings that fit your services
- Companies with successful past meetings
- Old clients
- Companies with similar criteria





**The sample file will be the  
flagship database for you to  
start the process and have  
the tools to start generating  
appointments.**

## How to find leads?



### What are the basic keywords I must use to identify my potential clients?



## What kind of companies may be interested in my services?



**Where am I going to find leads?**  
**Geographical Industry related.**

## GLOBAL GROWTH

Data LOB	Admin LOB	CS LOB	Marketing LOB	Sales LOB	Enterprise LOB	Date	
\$11.800 Growth Amount	\$47.600 Growth Amount	\$24.800 Growth Amount	\$28.850 Growth Amount	\$51.350 Growth Amount	\$5.150 Growth Amount	<div> Ultimo 1 Seleccionar </div>	<div> No se han aplicado filtros </div>
-3 Growth Number	-24 Growth Number	-5 Growth Number	-19 Growth Number	-17 Growth Number	-3 Growth Number		

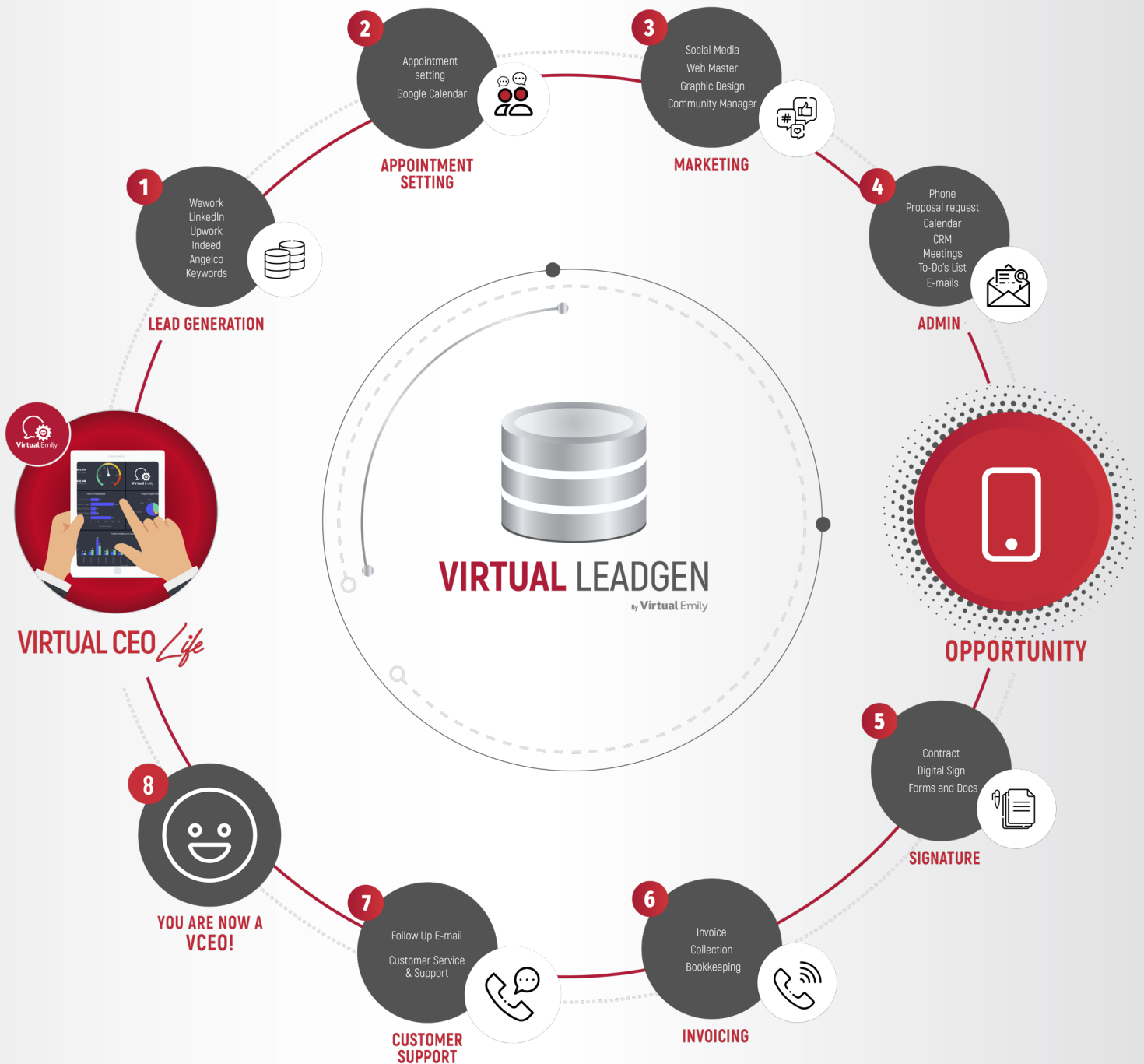
  

CLOSED WON									
Deal	LOB	Start Date	Due Date	MRR	RGU	Type of Sale	Type of Invoice	Industry	
Applicant pro insurance express	Admin LOB	17/03/2022	05/04/2022	2150	1,00	Add On	Full Time		
	Customer Service LOB	03/02/2022	30/03/2022	8000	4,00	New	Full Time	Insurance	
Daniel Silberman - Medickick	Data LOB	26/01/2022	22/03/2022	1100	0,50	New	Half Time	Medical	
Jordana Yellin- RAY 158	Admin LOB	14/03/2022	16/03/2022	1000	0,50	New	Half Time		
Abraham J Jankins - Launchap software	Data LOB	28/02/2022	10/03/2022	1050	0,50	New	Half Time	Information Technology Software	
Michael Farmer	Data LOB	22/03/2022	08/03/2022	1000	0,50	New	Half Time	Management	

CLOSED LOST									
Deal	LOB	Start Date	Due Date	MRR	RGU	Type of Sale	Type of Invoice	Industry	
Flor & Associates Insurance Agency - New Deal	Sales LOB	11/02/2022	28/07/2022	2200	1,00	New	Full Time	Insurance	Texas
Albert P - Healthcare Administrators Inc	VCEO Team	27/01/2022	03/06/2022	0	1,00		Full Time	Health Insurance	Florid
Insearx X	Sales LOB	01/02/2022	31/03/2022	2200	1,00	New	Full Time	Internet	Tenne
Susan Ackerman-Living Matrix	Sales LOB	10/03/2022	31/03/2022	2300	1,00	New	Enterprise	Health, Wellness, and Fitness	Color.
Arbitcare - New Deal	Customer Service LOB	15/03/2022	30/03/2022	1100	0,50	New	Half Time	Insurance	Georgi

# LeadGen + Appointment Setting Sales Cycles





## **I already bought databases, why should I use Lead Generation?**

Some of our clients believe they have bought the perfect database but, when they start calling, they find out people no longer work in there, companies no longer exist, telephones are disconnected and no additional info on the decision-maker is available to make a proper sales pitch.

The main advantage of a tailor-made lead generation process is that you get an automatized lead generation appointment-setting machine.

Keep on with the hard work and you will definitely begin to see the results of having executed a correct Lead Generation process.



# FAQ

## **What's the first step?**

Read the White Paper and do your homework!

## **How many leads do I get per month/week?**

Let us create a sample file for free so we can tell you. It depends on the criteria for the research process. The sample file and the market will give you the average estimate of leads per week.

## **Can I have an automatized lead generation process for appointment setting?**

Of course, you can and will, you need a CRM; we recommend Hubspot which is free and has all the tools you need to streamline the process.

## **How do I know if somebody is good for lead generation? What is their profile?**

- Great research experience
- Results-driven
- Computer-savvy
- Phone Skills
- We headhunt our Remote Assistant's for our clients

## **What if a lead has incorrect information?**

LeadGen + Appointment Setting is a continuous process you begin again until you have the correct data and reach your goals; appointment setting.

## **What if I don't have time to administrate a CRM?**

You hire a Remote Assistant to do the process for you. We highly advise you to keep track of the process in the CRM; it is user-friendly. With us, the CRM is included and you can have real-time updates on your smartphone. This is what we call the Virtual CEO Experience.

**CONTACT US FOR MORE  
INFORMATION**

[www.virtualemily.com](http://www.virtualemily.com)



Powered by



Copyright 2020, Vantech - All rights reserved.