Ultimate Sales Guide

Give your sales team the power to focus on prospects that matter. In this Ultimate Leadfeeder Sales Guide, you’ll learn how you can turn your website traffic into qualified leads, close more sales, and work better together with marketing to streamline your process for identifying and connecting with sales leads!
4
Don’t waste your time on non-qualified cold calls.

14
Best practices for account-based targeting and named-account lists.

16
Improve connection rates with your pipeline prospects.

18
Make your sales and marketing teams a well-oiled machine.
Interested in learning more about how you can use Leadfeeder to power-up your sales efforts? Check out this 20-minute tutorial on our YouTube Channel for a visual explanation on many of the suggestions in this guide.
SECTION ONE

Don’t waste your time on non-qualified cold calls.
Your time is valuable and you need to spend it on activities that make a direct impact. We get it. Leadfeeder makes it easy to identify the marketing tactics and channels bringing the most qualified prospects to your site. For example, you can see how often site visitors enter the site and then leave ("bounce rate") rather than continuing on to view other pages within the same site.

Low bounce rates, a high number of pages-per-session, and how different social channels perform against one another are other good ways to evaluate which traffic sources are best and where to concentrate resources—all of which add up to major time-savers for you.

Then, we take it a step further to save you more time and make identifying the most qualified prospects on your website even easier:

Leadfeeder helps qualify your leads for you by recognizing how often a unique site visitor lands on your website and what they click on, giving you a qualification score that shows interest-level based on behavior. This quality score can help salespeople quickly identify the most active and engaged visitors.

Interested in learning more about cold selling? Check out these blog posts to support your sales goals with Leadfeeder:

- Cold Sales Email Templates →
- Customer Spotlight: Prescreen Shares Its Lead Generation Strategy →
- Eye-Opening Sales Advice That Will Make You Question Your Strategy →

![Leadfeeder](image.png)
Another way to identify interest from prospects? Look at where they’re going on your website!

Custom feeds allow you to quickly see companies that match certain criteria. Think about the pages on your website that would indicate a highly interested prospect. Common examples include clicking through your pricing and product pages.

Good to Know:
Oftentimes, when comparing site visitors from Google Analytics and Leadfeeder, you’ll notice that Google Analytics is showing more “leads” than Leadfeeder. What gives? Well, Leadfeeder has a valued partnership agreement with Google Analytics and using our proprietary algorithm in conjunction with them, we only pull the IP Addresses of businesses. Visitors that come from actual business IP addresses are the only website visitors any website tracking solutions can identify (due to the way IP addresses are designed and work, it isn’t possible to identify specific people via individual IP addresses). For B2B sales needs, identifying and tracking the companies visiting your website is mission critical. Read on for more information about how Leadfeeder gives you the information you need to identify the most engaged prospects and increase sales.

Pro Tip: Leadfeeder’s custom feeds make it easy to filter out website visitors from prospective companies who have visited specific pages on your website or even companies that match specific criteria such as being in a certain industry or located in specific countries. There are many other possibilities to explore!

For Leadfeeder users, custom feeds make it easy to login on a single dashboard and instantly identify which website visitors are the most qualified and interested prospects.

With Custom Feeds You Can...
- Subscribe by email to receive daily or weekly email updates about new companies matching the criteria you have set or push leads directly to Slack.
- Quickly and easily see the most relevant leads, so when you log into Leadfeeder you can jump straight to what’s most important.
Have a super hot lead? When you “Follow” specific companies in Leadfeeder, it means you will automatically receive email notifications whenever that particular company revisits your website.

Any companies that you follow will appear in your feed called Followed Companies. This feed contains only companies that you have selected, but you can always edit the feed or create a new feed to include companies your other team members are following as well.

More reasons Leadfeeder users “Follow” specific companies:

- It’s a fast, effective strategy to create a list of existing customers so you can monitor what they do when visiting your website.
- It helps you be more strategic in your sales conversations because now you know exactly what solutions, content or pricing pages a prospect is viewing on your site.
- Following companies enables you to quickly mark a company for follow-up.
- It’s a great way of tracking an interesting company before it becomes a full lead, giving your sales team greater insight into what their pain points are or reasons for visiting the site.

Cold Outreach – Tips & Tricks

Cold outreach is often the most efficient way to follow up on interesting leads visiting your website. More often than not, people compare products and/or services before making a decision to purchase and no matter what stage they are at in the Buyer’s Journey, Leadfeeder increases the probability you’ll contact them at the right time.

Pro Tip: Contacting the right prospect might seem simple, but as many salespeople know, finding who the decision-maker is at a given company isn’t that easy. This is why the Leadfeeder Contacts Feature and the LinkedIn Contacts feature combined makes this part of the sales process much easier.

No quotes, just insights.

TED CHEN | SAN FRANCISCO, CA | LIFESAVER
How to Use Contacts:

1. Select a Company from your Leads.

2. On the right side of the screen, a new view opens and you can see the following, for example:

3. **Leadfeeder Contacts** is below the Company Info dropdown, and displays email addresses associated with key decision-makers at visiting companies. These contacts are powered by our partnership with FullContact.

4. Or if you toggle to **LinkedIn Contacts**, this will open more suggestions from our partnership with LinkedIn.

5. Using the information in both **Contacts** features, sales and marketing teams can quickly email the contact(s), follow them on LinkedIn, or connect with them on Facebook, if they feel this prospect is relevant by utilizing the buttons shown below.

The Leadfeeder Contacts and LinkedIn Contacts features cannot completely replace ‘cold outreach’ as a tactic, per se, but it represents an upgrade to the way salespeople currently operate because it **reduces the number of steps needed to reach out to a prospect**. Powered by our partnership with FullContact and LinkedIn, more than 50 percent of companies showing as website visitors in Leadfeeder will display email contact details and job titles and, for the Top Leads Feed, this will be a lot higher. When it’s publicly available, a Contact person’s photo will also be shown.
In this case the lead has come through Direct Organic Search because “source / medium” is “google.” Based on their behavior on our website, we can also assume that they are interested in generating more leads, reading lead generation tips and finding out who is visiting their website.

Not sure what to do once you’ve followed a prospect on LinkedIn or connected on Facebook? We’ve got your back! Check out our social selling blog posts linked here, where we break down everything from engaging with prospects on social media to creating your perfect social media profile.

You don’t necessarily have to know the exact person who is visiting your website because, as recent research by CEB (Corporate Executive Board, now Gartner) suggests, “[T]he number of people involved in B2B solutions purchases has climbed from an average of 5.4 two years ago to 6.8 today, and these stakeholders come from a lengthening roster of roles, functions, and geographies.”

Therefore, the most integral facet of cold outreach is the right timing and a personalized sales pitch based on the site visitor/prospect’s web behavior. In this 3-step approach, we’ll show in detail the best ways to contact leadfeeder leads.

1. **Look at the visit details and find out what the lead is searching for.**

Start by examining the visit details of the company lead, such as location, pages viewed, source, and time spent on website. This gives you a good idea about what they are searching for on your website and how they found it in the first place.
Find the relevant contact person(s).

To search for the right Contacts at the company that has visited, you can either use LinkedIn Contacts or Leadfeeder Contacts or you could Google the company to find out more information or simply click through to the company’s website and see what you discover.

By using one of Leadfeeder’s Contact Features via the company information also presented by Leadfeeder (visible in your Lead Feed), you are also able to see the location of the visit. This helps you narrow down the relevant people to contact. (Psst...See the Pro Tip above)

If you use Pipedrive, Salesforce, Zoho, Slack or one of our other CRM integrations via Zapier, you can also send leads directly to your sales pipeline. This helps you with the follow-up process because your activities and a company’s visits on your website are stored and displayed in one place. Leadfeeder creates activities automatically to your CRM after a lead has been connected from Leadfeeder.

**Pro Tip:** If you decide to utilize the LinkedIn Contacts Feature, apply a Role, Title and Location-Based Filter when you log-in to your personal LinkedIn account. You can also add another filter by location to narrow down the results even further. This way, you’ll uncover at least two to three people (i.e. decisionmakers) you can reach out to via LinkedIn InMail. Oftentimes, you can also surface other contacts in the Leadfeeder Contacts Feature to reach out to via LinkedIn as well. This can up-the-ante on your cold outreach strategy!

The “Who to Contact” section is also really helpful as you can see your 1st, 2nd and 3rd degree connections on LinkedIn. If you already know someone from the company, it’s so easy to call them or message them on LinkedIn and ask for an introduction to the key decisionmaker.
Contact the relevant prospect & know what you’re going to say.

This is where scripting is key. When you contact the lead(s) you have selected via phone or personalized email, base the conversation (or pitch) around what the lead read or searched for on your website.

Here are a few examples of generic cold outreach scripting to help you make the most of that first touchpoint.

EMAIL IDEA NO. 1

“Hi Andrew,
My name is John Doe and I work at a Leadfeeder. We help thousands of companies get more sales leads by identifying the 98% of unknown website visitors that would otherwise go unnoticed. We already work with ‘company A’ and ‘company B” (references) and, since your company is [...], we feel you might be interested in having a quick chat in the coming days about how we could practically help you increase your sales and get more qualified leads for your sales team?”

EMAIL IDEA NO. 2

“Hi Emma,
We’re reaching out because your team has shown interest in XYZ product/service and we wanted to make sure we reached out to all relevant stakeholders. Do you have a few minutes to chat this week? In the meantime, I thought you might find this article/link interesting.”

“Hi Jason,
This is John Doe from Leadfeeder. I am messaging you as we’ve seen that there has been interest towards our services/products from your company lately. We help companies to/with (benefits a, b & c). Would it make sense if we have a quick call where we can go through your situation and evaluate how we could help you in the future?”

To understand and glean insights from your efforts, you should then track the opens/clicks of the emails you send. Once you notice they have shown further interest on your email, you can schedule the next follow-up — and remember — timing is everything.

Want more leads?
Get Leadfeeder Booster!
Free with any Premium membership.
Learn more →

There are free tools available that help you track the emails you send, who opens and clicks—one such tool is MailChimp, which is not only our Integration partner, but the same system we use for all our outbound email campaigns.
Phone Script Ideas: Here are some examples of sales pitches you can make over the phone.

SALES PHONE PITCH NO. 1

“Hi, this is John Doe calling from Leadfeeder. We help thousands of companies worldwide bring in more sales leads by identifying unknown website visitors that normally go unnoticed. We already help ‘company A and company B (references)’ to get more sales leads from their digital channels.

Do you have time to have a quick chat next Tuesday about how we could help your company get more qualified leads and better sales opportunities?”

SALES PHONE PITCH NO. 2

“Hi, this is John Doe calling from Leadfeeder. Our solution, Leadfeeder, can help you get more sales leads and increase ROI from your email marketing campaigns by identifying your website visitors—and also see how they behave on your website. I could give you some ideas on how to get more qualified sales leads from your email marketing. Do you have time to meet next Thursday afternoon?”

SALES PHONE PITCH NO. 3

“Hi there, my name is John Doe from Leadfeeder—do you have a moment to chat quickly?

I’m calling you about increasing the performance of your marketing efforts and how to identify your website visitors. Yes, you heard correctly: Our tool can identify the companies browsing your website—and what they are searching for, which pages they visit and what content they engage in, too. This way you can generate more leads for your sales team and get information about the effectiveness of your marketing campaigns.

Do you have time for a 15-minute online meeting to see how we could help you grow your sales from your online-channels on (time x) or (time y)?”

SALES PHONE PITCH NO. 4

“Hi there, my name is John Doe from Leadfeeder—do you have time for a quick chat?

I am calling you as there has been a lot of visits to our website from your company lately. It might have been you or one of your colleagues, so I wanted to follow-up quickly. Do you have time for a 15-minute online demo to see how we could help you grow your sales from your online-channels on (time x) or (time y)?”
What I like best about Leadfeeder, is that it’s straightforward. As somebody who just doesn’t have a lot of time, I like things that are pretty self-explanatory and Leadfeeder doesn’t take a whole lot of thinking to use it. I need to spend my time writing up campaigns, and strategizing how do we drive traffic—so a product that looks at traffic, I want it to be very easy, very simple to navigate, very simple overall—and Leadfeeder is!

KRISTEN BOIE | NEW YORK CITY, NY | TECHGARDENS.COM

My role is to generate leads that fill up our sales funnel—or the top of the marketing funnel. The way that we use Leadfeeder is really to figure out which prospects are visiting our website and figuring out the best way to reach out to them. Maybe they haven’t yet reached out to us either, but now we can be proactive in marketing to them and getting them into our sales funnel. Leadfeeder helps us do that.

JULIE HUVAL | DALLAS, TX | BECK-TECHNOLOGY.COM

My boss and I work together in the tool, checking from time-to-time in Leadfeeder, so the tagging feature is a great thing for me because now my boss can see what kind of leads I’ve already taken care of and provided to the sales team. With the tag button, with the tag option, the flow is better now.

AGNIESZKA KANTOR | WARSAW, POLAND | MARKET PLANET

I would definitely recommend Leadfeeder, purely for the fact it’s such an easy and clear way to check website visitors. The simplicity and clearness is the most stand-out feature. Plus, it takes just a few seconds to check the relevant leads.

MARC ALBANI | SINGAPORE | TECSURGE
Best practices for account-based targeting and named-account lists.
5-Step Approach for Setting Up Account-Based Sales

1. **Leadfeeder's visit data will help to make it clear what a prospective company’s actual interests are when they're visiting your site, and this will help focus your sales presentations and efforts. Using the visit data, you'll be able to view the exact information your targets are looking for, and present it to them before they even ask.**

2. **You can then leverage this information by doing some basic research on what industry-wide or company specific concerns are for this particular lead, and then leveraging your product as a solution. Every customer wants to buy from a salesperson who understands their wants and needs: Leadfeeder gives you additional perspective into both.**

3. **Using the Leadfeeder Contacts and LinkedIn Contacts feature can help you identify the right person to contact when you identify a lead in Leadfeeder. After you research the lead’s visit history data, you can then consult Leadfeeder and LinkedIn Contacts to identify a likely candidate to contact.**

4. **Pro Tip: It’s best if they’re, at the very least, a 2nd degree connection on LinkedIn. And rather than connecting, you can also merely Follow them on LinkedIn to build rapport and give you insight on what matters to them by following what they Share, Like or Comment on in LinkedIn. See image below.**

5. **Lastly, using this process, sales teams will be more able to articulate deal status and estimated closing percentage to management. Imagine sitting in a meeting with your boss and being able to let them know what opportunities they have in the pipeline and where they are at in that process? Imagine being able to share a prospect’s level of engagement and interest based on what actions you actually see them taking on your website?**

**With the power of Leadfeeder’s ability to see visit details and, now, with Leadfeeder Booster, you’re able to see if these visits came from one individual or more than one unique visitor which lets you know a deal is more engaged than the ones you do not see visiting the site after demo or discovery, etc.**
Improve connection rates with your pipeline prospects.
When you tap into the power of Leadfeeder, companies already in your sales pipeline can be contacted at the right time. Now you can successfully follow up and contact your lead within hours of when they’ve been on your site—brilliant, right? With Leadfeeder Booster added, you can get data pushed to your Leadfeeder dashboard more frequently to stay on top of these actions and opportunities so you can be even more strategic. This works especially well for large-scale enterprise companies or agencies that have a large client portfolio.

**Leadfeeder Sales Strategies**

- If you use Pipedrive, Zapier, Salesforce, Zoho, Microsoft Dynamics, and/or Slack, you can send leads directly to your sales pipeline(s). This helps you with the follow-up process because your activities and a company’s visits on your website are stored and displayed in one place.
- Leadfeeder pushes activities automatically to your CRM after a lead has been connected via Leadfeeder.

**How Our Integrations Work to Streamline Your Sales Process**

**TESTIMONIAL**

*What I do with my clients, is I try to add Leadfeeder into their growth hacking or business development playbook. So, if they’re not doing anything like this, then this is a really easy insert. Most of our agency clients, they’re relying on me to come up with some kind of strategy to help them create predictable income, which obviously means I was looking at lots of different things. Inbound marketing, outbound marketing, strategic partnerships, looking at existing business, what’s most profitable — etcetera. For me, Leadfeeder adds to the inbound strategy because it’s really identification of inbound.*

**KELLY CAMPBELL | NEW YORK CITY | KLCAMPBELL.COM**
Make your sales and marketing teams a well-oiled machine.
There’s a variety of Integrations available with Leadfeeder to help your marketing team hyper-focus on your top-of-funnel leads with pinpoint precision, and this allows marketers to send sales team better-qualified leads. All of which creates a mar-sales machine that operates with grade-A symmetry.

Marketers can create this symmetry with sales by analyzing the prospect’s buyer journey. Another area of opportunity is for marketers to review the sales pipeline and analyze it, paying special attention to where customers drop off. Now, back to the buyer’s journey, the only way you can surface this drop-off is for you to map your customer’s buying journey.

If you’re a SaaS or PaaS B2B product, have you noted a drop off happening during the Free Trial Phase of the buying process or sales funnel? If so, how can you nurture your prospect more effectively to help them continue down the purchasing pipeline?

*MarketCircle offers the following pro tip: “[S]ee what length of sales cycles work. If short cycles are your strength, use that information to help identify when a lead has gone cold, and your sales team can move onto newer projects. Alternatively, if you have long sales cycles, an automated nurturing campaign can help you close deals with less work, freeing your team to work on the lead at the right moment.”*

How can marketers provide this data to sales for leveraging their pipeline effectiveness? Christopher Ryan of CustomerThink offers the following. “Often, people don’t really know how long their sales cycle is — only describing it as ‘long’ or ‘too long.’ The problem is, you can’t improve what you can’t measure. A manual way to find this out is to take the last 20 or so deals and calculate the average sales cycle by determining the length of time between the first contact by your sales team and close of the sale.”

Whatever marketers end up discovering after analyzing the buyer journey and pipeline sales cycle, communication regarding your product and researching the customer are key, according to research. A study from LinkedIn noted the top four most important factors in engaging with prospects in the early buying stage are the following:

**Buyers expect sellers to ...**

1. Understand their company’s business model,
2. Be a subject matter expert or thought-leader,
3. Provide valuable resources, consultation, education, etc.
4. Know the seller’s company’s products/services.

When you reach out to a lead during their top-of-funnel of the journey, as aforementioned, during the Free Trial Phase of the buying journey—make sure to do your homework. Tailoring your communication around their business needs, offering case studies from similar customers or businesses, providing hands-on, personalized demos, as well as one-on-one onboarding, are all tactics that can improve your sales team’s odds of sealing the deal.

Using Leadfeeder, you can then integrate with your favorite tools via Zapier, MailChimp, Salesforce and more, to send data from Leadfeeder to the apps and tech tool-stack you need to garner insights.

Want to learn more about which integration is right for you? Take a peek at these posts and guides on how you can use Leadfeeder Integrations to power your efforts:

- Leadfeeder → Slack
- Booster → Zoho (premium plan only)
- MailChimp → WebCRM
- Zapier → Microsoft Dynamics
- Salesforce → Pipedrive

To determine your sales cycle length, find the average duration of your last 20 deals.
Discover which companies are visiting your website, what they’re viewing and where they came from—only with Leadfeeder!

Sign up for Premium today!