**Lead & Sales: All You Need to Know to Grow Your Small Business**

No matter how challenging it can be, everyone desires growth. There’s nothing as frustrating as a business that stays the same size and capacity over the years. But while it’s something we all desire, it doesn’t come easy. Well, except you’re ready to apply the following fine tips to your small business. But what are lead & sales?

Nothing grows a business faster than having a steady supply of leads, leading on to sales. The lead (or sales lead) is that person or business (if you sell services to other companies, B2B) that is interested in what you sell. And if you don’t have a continuous supply of those interested in your products, it becomes hard to make any sale. So, you see! At the most vital point in your business sits the lead, which ultimately leads to sales.

In truth, however, you did your research before starting your business, and you know your product/service is in need somewhere by someone. So if you don’t have a constant supply of leads, then it’s safe to say that the issue lies in getting your prospects to notice your services. And when they do, the next hurdle is converting the prospects to leads and frequent customers. To cross these hurdles, here are your five ultimate guidelines to growing your business:

## **At a glance:**

* Reestablish your target audience
* Consider your promotional methods again.
* Draw out a sales funnel
* Build relationships via emails
* Employ the social web for better networking and engagements.

## **In Details:**

### **Your Target Audience:**

Imagine a boxer throwing punches into thin air! Yes! That’s what happens when you put out sales without a defined target avatar. So, once again, generating sales lead & sales all start with creating your target avatar. You would need to research your audience and carefully describe the following:

* Who is your target avatar (he, for the sake of this post)?
* Where does he live?
* What does he love to do?
* How much money does he make?
* What are his lifestyle, hobbies, and personality?

To make it more fun, you can even give your target avatars names. Say, Ben — would have interests in buying my product/service. Once you have your target audience as clear as crystals, then move on to the next step.

### **Your Promotional Methods**

Now, you know who you want to sell to, but how do you let him know you have what he wants? This is a vital step many businesses fail at woefully. Many follow the crowd, not understanding that specific businesses have their peculiar promotional method. When you have a perfect match between your product/service type and the promotional method in use, lead generation starts booming. The tip here is to use the same method and platform your target audience spends a lot of their time.

### **Your Sales Funnel**

Once you’re clear about your target audience and how best to reach them, your sales funnel comes next. This explains in simple terms how you plan to take your audience from being prospects to buyers. You have to decide to have a contact form or landing page that gets your audience’s contacts at a price of a gift. This can be a whitepaper or ebook. Generally, it has to be something valuable to your audience that they will be willing to drop their contacts. Also, at this point, you will need a CRM database that helps you stay in charge of your potential customers.

### **Emails and Social Media**

I’ve brought this together as they are both essential media of marketing in the world today. Now that you have your potential customer’s contact, it’s time to reach out to them. Help them know you better. Give them all the information they need to make a guided decision to buy your product/service. The best way to do this is via email marketing.

Social media, on the other hand, is your ear to the market ground. Here is what you know what people have to say about your business. It is also how you can keep a tab on your competitors. The social web is also that place you can network and engage your customers effectively. So, why not create your business page today? There are tons of Social Media Managers out there to assist you with that.

**With these steps**, you will find your potential buyers and tell them about your product/service. But not only this! Through these steps, you also create interest in them, that is, your lead. And from there, guide them into being buyers, and even repeat buyers! In all, this process is a continuous one to ensure your business, at every point, keeps growing by generating more lead & sales.