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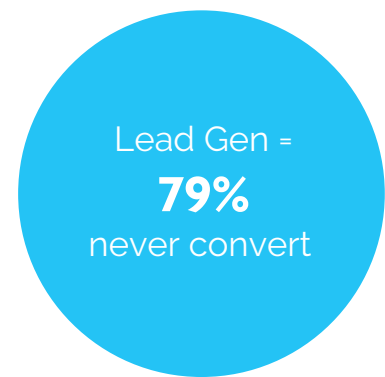
BRIDGING LEAD GENERATION'S GAP

# WHITEPAPER

The Deal Generation Service by GrowExpand (Deal Gen) is a strategic initiative designed to empower businesses with a systematic approach to lead generation and conversion. In a world where buyer behavior is constantly evolving, having a reliable method to attract, engage, and convert potential customers is essential.

# Abstract

In today's competitive marketplace, no one requires every possible chance to succeed like the Small Business. Having overcome the barriers to successfully launch and to then establish those processes & procedures to enable them to grow, the focus of the founder/ CEO turns to growth. Their quest for a solution to increase revenue is met by the boisterous marketing of various pieces of the desired solutions puzzle such as Ai and Lead Generation.



While HubSpot's State Of Marketing report reveals 18% satisfaction with the quality of leads produced by Outbound Lead Generation<sup>[1]</sup>, our sales experts perceive a failure to qualify and convert. The market changes frequently yet the disdain for the word sales remains, leaving businesses in need of sales help in the hands of marketing firms. This is at the intersection of why 85% of business leaders prioritize lead generation<sup>[2]</sup>, and why the marketing industry they turn to has left 68% of businesses struggling with it<sup>[3]</sup>. 21% of leads ever convert, forcing business owners to seek out tactics for better lead qualification<sup>[4]</sup>.

The proven solution is Deal Generation. This service is the perfect marriage of lead generation and daily business development, with current user Client Acquisition Costs ranging from \$748 to \$545 (the average client's CAC is \$692 to date).

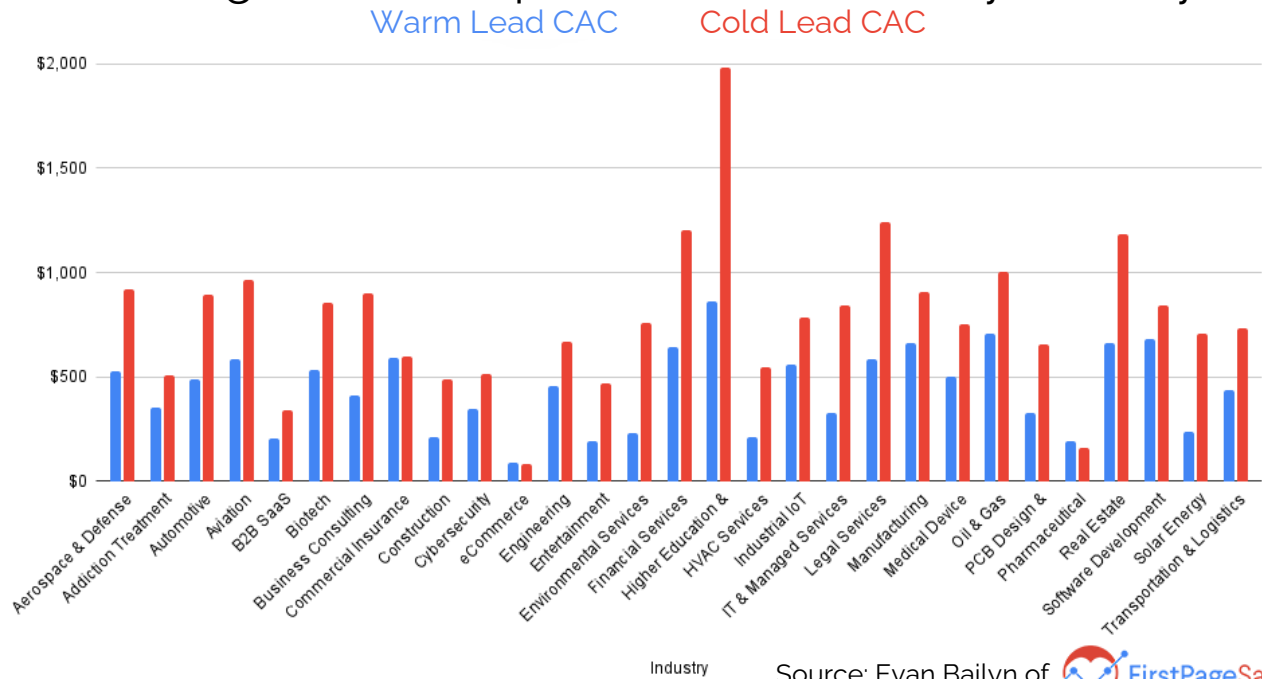
[1] 2023 State Of Marketing by HubSpot

[2] Business Marketing Priorities by the Content Marketing Institute

[3] B2B Lead Generation by APSIS

[4] Lead conversion rate data by Marketing Sherpa

# Average Client Acquisition Cost (CAC), by Industry



Source: Evan Bailyn of  FirstPageSage

[Note: CAC calculated based on qualified leads]

## Introduction

The Deal Generation Service by GrowExpand (Deal Gen) is a strategic initiative designed to empower businesses with a systematic approach to lead generation and conversion. In a world where buyer behavior is constantly evolving, having a reliable method to attract, engage, and convert potential customers is essential.

It is our experience that growth-minded entrepreneurs/ founders do not have the capacity to run the company and lead the sales activities that successfully converting leads demands. A recent study by Startup Bonsai revealed that 37% of leads convert in 3 months or less<sup>[1]</sup> if contacted immediately. That market need remained unaddressed until Deal Gen, despite the varied marketing tactics of companies providing lead generation.

[1] 73 Latest B2B Marketing Statistics for 2023 by Startup Bonsai

# The Problem

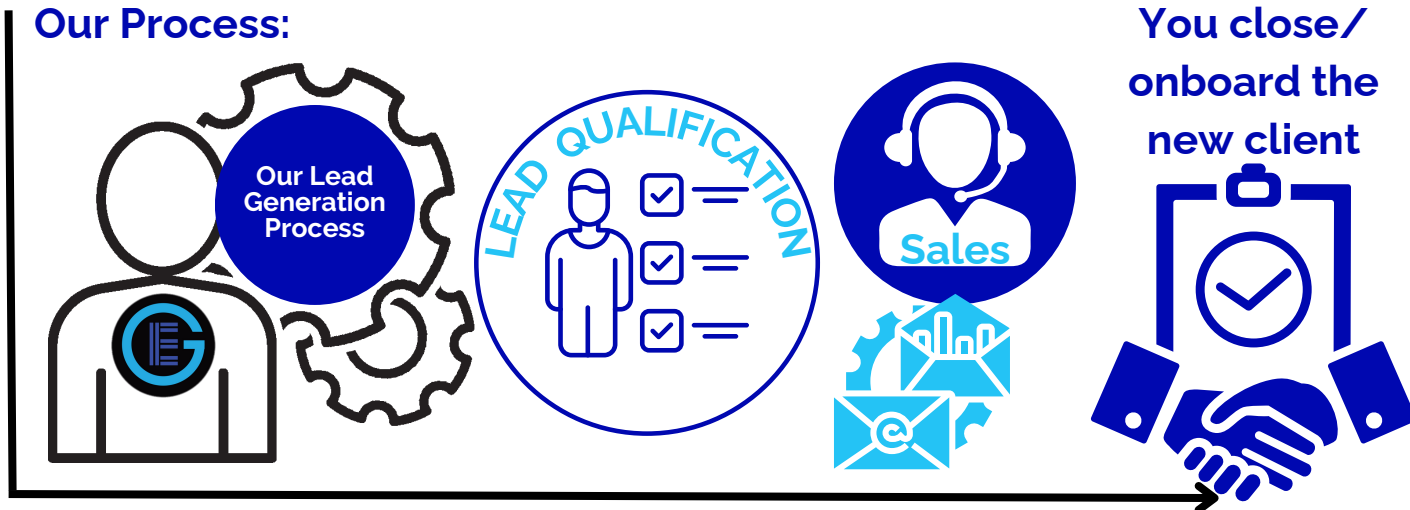
When an entrepreneur/ founder is ready to 'grow the business', their goal is to increase topline revenue. What their research for a solution encounters is inbound marketing services of content writers, the cost analysis services of accountants, and lead generation services wrapped in the label "business growth." Unfortunately, 68% of businesses who select from these options find themselves frustrated with the lack of results<sup>[1]</sup> -topline revenue growth.

# The Solution

Deal Gen was created during the 2022 holiday season in response to client and social data. Entrepreneurs/ founders have a deep aversion for the Sales Cycle of their respective industries and desire the means to increase revenue as quickly as possible.

While the term "sales" is still considered profane<sup>[2]</sup>, the need for sales expertise is in more demand than ever. It is this expertise that Deal Gen deploys to convert each client's qualified leads into revenue. The leads are bought or generated, qualified, emailed and dialed (according to that client's GrowExpand Sales Process), and scheduled for onboarding once ready to buy.

## Our Process:



[1] B2B Lead Generation by APSIS

[2] How Clients Buy by Tom McMakin

# Case Studies

## Case Study One

Industry <b>SaaS</b>	Sales Reps <b>3</b>
Previous CAC <b>\$892</b>	Annual Sales <b>\$2.7M</b>
Current CAC <b>\$749</b>	

Deal Gen was deployed as a sales augmentation resource to support their Relationship Manager's in the growing of their respective books of business. Their conversion rate is 93%; 7% of those who expressed an interest in becoming clients changed their minds during the onboarding process. Sales coaching was offered as an add-on to address this challenge.

## Case Study Two

Industry <b>Accounting</b>	Sales Reps <b>0</b>
Previous CAC <b>\$720</b>	Annual Sales <b>\$323K</b>
Current CAC <b>\$545</b>	

Deal Gen was deployed as a sales and marketing tool to generate and work qualified leads, while lowering the stress of the Managing Partner so she can focus on clients and the management of the business. Their conversion rate is 88%; 12% of those who expressed an interest in becoming clients changed their minds during the onboarding process. A GrowExpand sales closer was offered as an add-on to address this challenge.

## Summary

The Deal Generation Service by GrowExpand offers businesses a comprehensive solution to lead generation and conversion challenges. Through a multi-channel approach, personalized outreach, and data-driven insights, the service empowers businesses to efficiently attract, engage, and convert potential customers. By integrating established sales and marketing principles, the service proves its effectiveness in driving growth and enhancing business success.

For more information, visit [GrowExpand.com/sales](https://GrowExpand.com/sales)