

Leads Generation

Companies without sales personnel in Russia often face problems in starting up and developing their sales in Russia. Lighthouse offers the service of leads generation to overcome these problems.

Goal, Objectives and Actions of Leads Generation

Goal	Objectives	Lighthouse Actions
Create new market opportunities for the client that will lead to concrete contracts.	A. Identification and targeting priority customers.	<ol style="list-style-type: none"> 1. Identify leads and opportunities. 2. Set up meetings with potential clients and main player in the identified market segments and with market specialists. 3. Introduce the products of the client. 4. Follow up leads in co-operation with the client. 5. Assistance in negotiations and deal making.
	B. Formulation of specific strategy per customer (group) and identification of key decision-makers.	<ol style="list-style-type: none"> 1. Obtain understanding of the market dynamics in the Russian Federation. 2. Determine potential market size and demand, applications and segments, competition and customer base. 3. Identify and execute programs and activities to generate leads such as advice on participating in specialized exhibitions, placing of advertisements in selected key magazines, distributing PR articles to mass media and assisting in organizing press conferences and organizing seminars.
	C. Recommendations on business development based on specific customer needs and concerns.	<ol style="list-style-type: none"> 1. Collect, process and analyse all information gathered during the activities described under objective B. This will lead to concrete recommendations for the client with regards to its business development on the Russian market.
	D. Assisting in development of proper marketing documentation (in Russian).	<ol style="list-style-type: none"> 1. Report to the client the findings, results and analyses that follow from the activities undertaken by Lighthouse as far as these are relevant for understanding the requirements for marketing documentation.

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We offer an initial one hour consult free of charge.