



Outsourced Lead Generation and Inside Sales



- Are you looking to drive qualified leads for your sales force?
- Do you have hard-to-reach decision makers?
- Do you want to shorten your sales cycle?
- Would an inside sales team free up your salespeople to sell?
- Are you trying to penetrate new markets?
- Does your sales team hate cold calling?

Drive qualified business leads to your sales team.

As a manufacturer, achieving sales and revenue goals requires a robust set of tools. Whether you are exploring a new market segment, finding new customers, or simply trying to reconnect with past customers, you know how challenging it can be to engage busy decision-makers.

Outbound calling has proven highly effective when connecting with B2B prospects and customers. Data shows salespeople routinely give up after three call attempts when six or more are usually needed to convert and/or qualify a lead.

Fill your sales funnel using tenacious, professional, engaged, and highly trained callers to deliver immediate “sales-ready” leads every month.

Lead Generation Process

Our strategic partner Volkart May (VM) provides lead generation services that run from inquiry qualification all the way through appointment setting. VM is a contact center that specializes in helping manufacturers connect through live outbound calls. VM becomes experts at representing your capabilities through their time-proven training process they have evolved over 30 years. VM outbound callers are virtually indistinguishable from your own team members so the hand off to you is seamless.

Outsourced Lead Generation and Inside Sales Benefits:

- Drive leads for your sales force
- Extend your teams' power and reach
- Increase sales through a collaborative and transparent approach
- Shorten your sales cycle
- Provide measurable results; average 10:1 ROI
- No recruiting, no daily managing of people or technology

WHO WE ARE

As a private non-profit corporation, we focus fully on generating positive results for our clients.

Our team of manufacturing experts work side-by-side with hundreds of manufacturers each year, helping them develop and implement effective solutions that address their biggest challenges.

We closely monitor trends and best practices in manufacturing, and proactively develop solutions that meet the existing and emerging needs of manufacturers.

WMEP Manufacturing Solutions is part of the MEP National Network™, a public-private partnership that advances U.S. manufacturing. MEP Centers are located in all 50 states and draw on the talents of over 1,400 trusted advisors and experts.

WE HELP MANUFACTURING COMPANIES BECOME MORE PROFITABLE & VALUABLE

WHAT WE PROVIDE

WMEP Manufacturing Solutions recognizes that manufacturers face various challenges and we provide proven solutions to these challenges in the following areas:

- Operational Excellence
- Growth & Strategy
- Industry Certifications
- Human Capital
- Automation & Technology
- Sustainability

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