

## **Craig Klein of SalesNexus.com - Integrating Web Leads into Your Sales Process**

*By Craig Klein of SalesNexus.com*

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*Houston, Texas, December 8th, 2008 Craig Klein owner of SalesNexus talks about web generated sales leads, buying cycles & closing sales. "Closing sales is all about the quality of the leads you acquire and how many of them you have" Stated Klein.*

Craig Klein exclaims; "In all my years of hiring, training, coaching and firing sales people, I've seen entry level sales people set company records and perennial quota buster's crash and burn based on the leads they're chasing." Craig talks more about this on his website at: <http://www.SalesNexus.com>.

In most businesses, sales leads come from at least two or three sources. Unfortunately, most sales people treat all leads the same.

That simple fact can be killing your sales reps and holding your company back from even greater heights.

All leads are not the same. Obviously, referrals from existing clients are more valuable in general than a name from the list of folks that signed up to win the free drawing in your trade show booth.

But what about a lead from your website? In many businesses where people visiting your site and filling out a form requesting info is not the most common source of leads, these "web leads" are treated as less valuable by the sales team. That's in part due to the fact that a sales person will have more invested in obtaining a referral from their current client.

A web lead is actually one of the most valuable leads you could ever have in several ways!

Referrals, Trade Show leads, etc. differ from web leads greatly! They've gone looking for you so, assuming that they have the money and authority to buy what you're selling, then this is a great lead!

In an article released today, "Integrating Web Leads into Your Sales Process", Klein addresses:

- What makes a web lead MORE valuable than a referral from your best client?
- How can you make sure you don't waste your sales staff's time with unqualified web leads?
- How should your sales team properly qualify web leads?
- 5 easy to implement steps to ensure your success in selling to web leads!

Visit our blog for our two part article "Integrating Web Leads into Your Sales Process" for a clear description of the opportunity and challenges presented by selling to web leads and in depth discussion of best practices in gearing your sales process to create web lead selling success! Get more information about SalesNexus at: <http://www.SalesNexus.com>.

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SalesNexus, based in Houston, Texas, is one of the best kept secrets in the contact management (CRM) arena. The company, founded in 2002 by Craig Klein, a seasoned sales executive, is built on the premise that businesses win when their sales staffs implement best practices through efficient contact management. Klein saw a real need in the marketplace for a contact management solution that was easy for sales reps to use, yet didn't require expensive hardware, software, or IT support staff, The SalesNexus hosted CRM service offers a reliable, secure, and user-friendly product that businesses around the globe have come to

rely on for their CRM needs.

Category	Business
Tags	online contact management, mobile contact software, web based contact management, contact management, web based crm
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