



A Values-Based Approach to Lead Nurturing

In business, it is essential to do more than find leads and try to close deals. You need to develop and implement a dedicated process for nurturing and developing the leads you identify in order to create lasting relationships and increase close rates.

One of the most effective methods of lead nurturing available focuses on identifying and strengthening **values alignment** between the buyer and seller.

1. What is Lead Nurturing?

Lead nurturing is a process that involves managing a lead from identification through the start of an active sales cycle. It includes lead qualification but is much more.

Here are some of the key objectives of lead nurturing:

- Learn about and research the lead
- Identify the potential for a sales opportunity
- Qualify the lead to ensure good fit
- Successfully build interest, engagement and loyalty with the lead

This helps create sales opportunities and enable the prospect to view the vendor well.

2. What are Lead Nurturing activities?

Lead nurturing activities include:

- Marketing to the lead
- Conversing with the lead
- Engaging the lead

Lead nurturing benefits include:

- Better-educated and informed prospect
- Clarity to accurately qualify potential
- Intelligence of value that can strengthen the sales cycle
- High pre-sale confidence by the lead



3. Use Values Alignment to Nurture the Lead

Alignment of values is best evaluated when the sales professional:

- Gets to know the prospect through detailed questions/discussion
- Develops a clear sense of his or her own values
- Becomes self-aware about the values he or she brings to the table

How to evaluate a lead for values alignment:

- What are the prospect's goals/objectives?
- How are they evaluating options?
- Which pain points are they experiencing?
- What is the basis for their definition of reasonable expectations?
- How does the prospect's behavior and manner suggest specific values?
- What emotional factors are in play?

Based upon those answers, ask yourself if the prospect's buying behavior matches the nature of the decision process, and suggests expectations that are aligned with the solution. Then, seek to demonstrate values alignment through words and actions.

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