

Why Leads are Important to Your Business

The thought expressed in the title of this article is fairly straightforward. It seems so simple, doesn't it? Clearly, you can't make sales if you don't have leads. But far too many businesses believe that the primary reason they are in business is to create products or provide services. Unfortunately for them, these businesses are dead wrong.

What your business does and what you are in business for are two separate things. It's crucial that you, as a business owner, don't confuse these two concepts. Your business may offer a service or even a set of services. Likewise, your business may create products to sell to other businesses or consumers. Maybe, your business does a little of both. The point is that what you do is different from why you do what you do.

Your business is in the business of making money. Period. The End. Full Stop. If you think otherwise, you soon won't have to worry about the answer. Why? Because you'll be out of business and working for someone who clearly understands the concept. Every business runs on profit. Profits come from sales. Sales come from leads. Therefore, no leads mean no sales. No sales, in turn, mean no profits. No profits mean you're no longer in business.

Looking at it this way, you can see that leads are directly and intimately connected to profits. Because of this, you can see that lead generation is probably one of the most important things that you can do as a business owner in order to guarantee that you stay in business.

One of the best ways to generate leads is through promotion. This promotion can take any form, but its primary purpose is to raise the profile of your business among the general public. You need to do this because the general public is where your leads will come from. When the public knows about your business, they also start to become familiar with your products and your services. This, in turn, will make them realize that your products or your services can satisfy a need they might have or solve a problem that might be troubling them. Alternatively, they may simply become curious about who you are and what you do. Because of this

curiosity, they will visit your business in order to find out what all the buzz is about. The important thing is that they visit. Every visitor is a lead and the reason why they visited is the lever you can use in order to convert them into paying customers.