

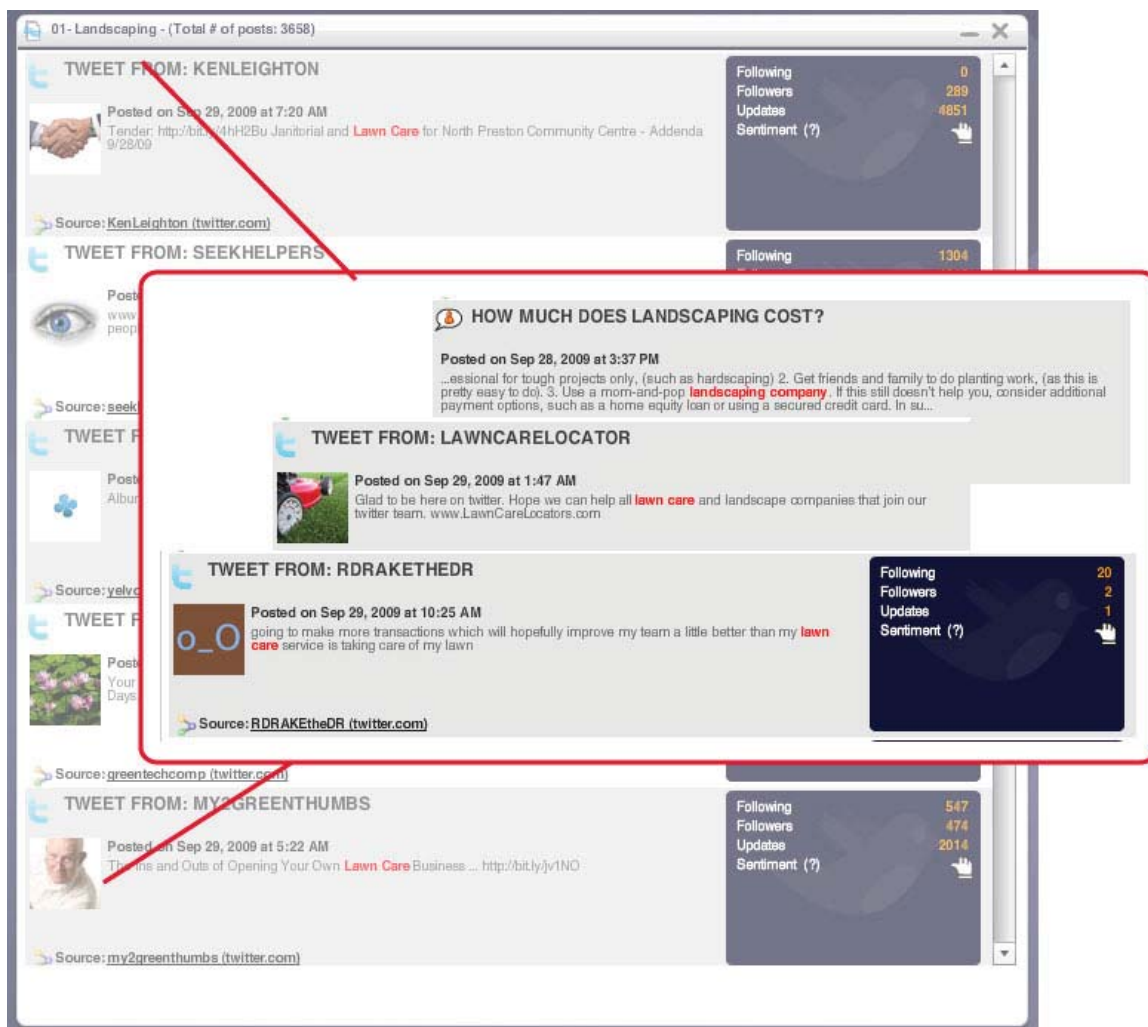


# Sales and Lead Generation

Attention is the new currency. Your customers and prospects are filtering through an awful lot of noise, and the same old sales pitch just isn't going to cut it anymore. Cold calling has given way to relationship marketing. Trust matters. And the expectations of our communities have changed. Being part of communities and conversations is how business development works today, and listening carefully plays a critical part in doing it well.

## We call it listening at the point of need.

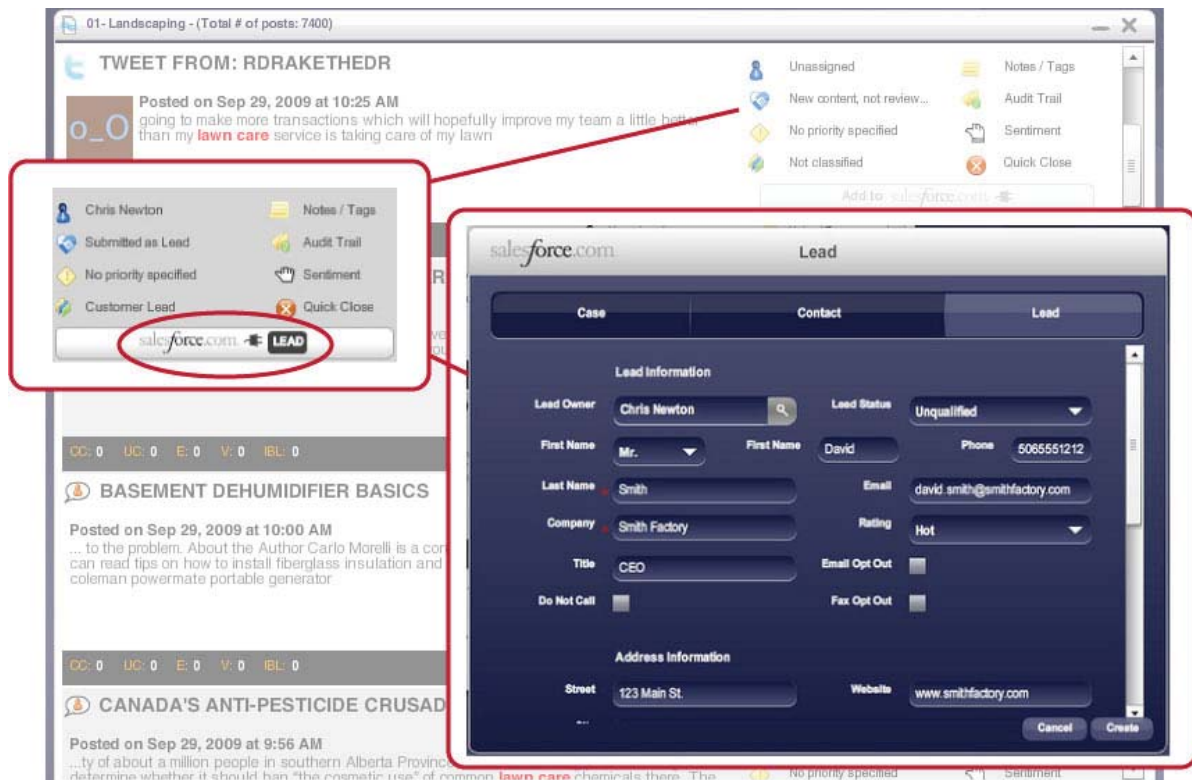
If I'm in the landscaping business today, my smartest online strategy isn't to get out there on Twitter and start blurting out that I'm selling landscaping services. The savvy move is to pay attention to the conversations happening around landscaping, and listen for the moments when people not only need help, but are specifically asking for it. That gives me not only an invitation to respond, but the context, proper intent, and the right atmosphere to introduce myself to a prospect.





## Sales and Lead Generation

The elevator pitch of Web 2.0 isn't selling features and benefits. It's describing how you can help someone, and finding the moments where their need meets your abilities. Radian6's ability to help you listen and engage at those exact moments of need is the basis for a fruitful social media sales strategy. While you're at it, we'll give you the ability to bridge the critical gap between initial online outreach and your customer relationship management system. With our available Salesforce.com integration, you can start building a social CRM strategy that links your online efforts and community participation to your prospect and lead management. Create leads, new contacts, or even customer service cases right from the dashboard, to keep your teams talking to one another and ensure that customers are stewarded throughout their relationship with you, in the online communities they know best.



Your sales team can easily see the content that their customers and prospects are creating online, too. Once a contact or lead has been created from the dashboard, or you associate a source with a record in Salesforce.com, Radian6 will capture and push future on-topic content into that record. And if your social media team replies publicly or adds notes to those posts in Radian6, we'll capture those in the record as well. That means you can extend listening to the entire sales team and keep them informed of your outreach activity, but inside a tool they already know and use, and targeted to the customers and contacts they need to stay in touch with.



### Sales and Lead Generation

**Contact Detail**

Contact Owner: [Craig Corbeau](#) [Change]  
 Name: Chris Brogan  
 Account Name: New Marketing Labs  
 Title:  
 Twitter ID: <http://chrissbrogan>  
 LinkedIn:  
 Contact's Blog:  
 Contact Relationship:

Phone:  
 Mobile:  
 Email: [chris@chrissbrogan.com](mailto:chris@chrissbrogan.com)  
 Reports To: [View Org Chart]  
 Lead Source: Client Referral

**Radian6 Customer Conversations**

Action	Date and Time	Subject	Radian6 Customer Content	Radian6 Post URL
Edit   Del	16/07/2009 11:16 AM	TWEET FROM: CHRISBROGAN	RT davefeet: Radian6 just announced some neat new features check out the web analytics integration: <a href="http://bit.ly/vFFHQ">http://bit.ly/vFFHQ</a>	<a href="http://twitter.com/chrissbrogan/statuses/2498128738">http://twitter.com/chrissbrogan/statuses/2498128738</a>
Edit   Del	16/07/2009 3:24 PM	TWEET FROM: CHRISBROGAN	Nethermind if I had 6 employees and 6 Radian6 licenses, I'd be a business.	<a href="http://twitter.com/chrissbrogan/statuses/2874402948">http://twitter.com/chrissbrogan/statuses/2874402948</a>
Edit   Del	16/07/2009 3:45 PM	Radian6 Workflow	Amber Naslund wrote: Nethermind chrissbrogan Our ears are burning : ) Thanks for chatting us up at HCOC. We could have brought donuts, you know...	<a href="http://twitter.com/chrissbrogan/statuses/2874402948">http://twitter.com/chrissbrogan/statuses/2874402948</a>
Edit   Del	17/07/2009 12:50 PM	Radian6 Workflow	Amber Naslund wrote: Ah, she means the Razorfish one...	<a href="http://twitter.com/acoulatDEL/statuses/269094...">http://twitter.com/acoulatDEL/statuses/269094...</a>
Edit   Del	24/07/2009 1:38 PM	TWEET FROM: CHRISBROGAN	Hello. For listening tools, Radian6.com is my favorite. I havent evaluated official reputation management tools much yet.	<a href="http://twitter.com/chrissbrogan/statuses/2822463208">http://twitter.com/chrissbrogan/statuses/2822463208</a>

You can even take a look at how content across the social web is driving conversions, leads, or sales on your website. Radian6's web analytics integration, currently available with the WebTrends platform, allows you to capture data on what online mentions and content are driving traffic to your site, and which of those are actually generating leads and sales for you online. Marry that with our Salesforce.com integration, and you can even know if your customers or prospects are the ones driving referrals and sales for you.

01 - Landscaping - (Total # of posts: 100)

Sorted by: New Visitors | Filtered by: Salesforce Leads

TWEET FROM: KELLYGORS

Posted on Aug 30, 2009 at 9:25 PM  
 Social Media Tools to Grow Your Lawn Care Business - <http://tinylink.com/58w3Lud4R>

Following: 0 | Followers: 63 | Updates: 115

Mike Huggard | Submitted as Lead | No priority specified | Customer Lead | **LEAD**

**Media Viewer**

**Straight Shaft vs. Curved Shaft Weed Wackers – The real difference**

Weedeaters are an important piece of your lawn arsenal of outdoor power equipment. There are many differences between weed wackers, gas weed wackers or electric, 2-cycle vs. 4-cycle, and straight vs. curved shafts. Making the right decision before buying a weed wacker will save you time, frustration and money if you research them a little bit. In this article we are going to review the differences between straight shaft vs. curved shaft string trimmers. Straight shaft weed wackers have historically been the weeddeater of choice for most lawn care professionals. They are known to attack heavier weeds, and taller thicker brush better than curved shaft models. There is a debate as to which is more maneuverable, but more times out of ten the straight shaft side usually wins. The straight shaft weed wacker simply has more reach since its longer and allows more attachments like blowers, hedge trimmers, and chisels. They tend to be more expensive than than curved shaft units. People that are taller tend to enjoy using a straight shaft string trimmer since they dont have to do as much bending as with the curved. Curved shaft trimmers were made with comfort in mind. Many people that use them feel that they are easier to maneuver and more comfortable to use. The direction of the spinning lines also varies between straight and curved. Curved shaft models will spin in the better direction as trimmings will get on your feet

Comment Count	161
Unique Commenters	121
Engagement	5
Vote Count	44
Inbound Links	0
Sentiment	
Webtrends-New Visitors	405
Topic Profile: Alerts - Referrals	
On Topic Inbound Links	4

View Count | Comments | Commenters | Engagement

Cultivating customer relationships today is much less about the transaction, and much more about the 360-degree conversation. Lead generation becomes the result of relationships, affinity, and engagement online. Radian6 can help you tie it all together