

# WEBINAR



## Proven Ways to Generate New Leads During an Economic Downturn



### Overview

There is no surprise that COVID-19 has had a tremendous impact on companies. Manufacturers cannot attend tradeshows or hold events at this time, so they will have to rethink the way they generate leads, network and do business overall.

This webinar will review a proven lead generation process that aligns companies' capabilities with market opportunities to drive measurable growth by generating qualified prospects. Few business challenges compare to the urgency of maintaining a pipeline of sales opportunities. Without a steady flow of qualified prospects that match companies' capabilities and will be receptive to your sales message, no business can sustain itself for long.

**July 16, 2020**  
**11:00am-12:00pm**  
**No Cost Webinar**

### This webinar will cover:

- Building a lead generation plan
- Formulating your company's value proposition and evaluating your core competencies
- Leveraging market research to identify top prospects
- Identifying and pursuing specific companies and titles
- Effectively deploying a business development outreach program
- Examples of how manufacturers have effectively generated increased sales with this process

### Instructors:



Chris Scafario, Vice President  
Consulting Operations  
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Sylvia Wower, Director  
Market & Economic Research  
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