IT Services Lead Generation Guide

Created by Global Digital Projects · globaldigitalprojects.in

Book a call: https://calendly.com/mohdasif-digital/how-qualified-lead-works-for-agencies-growth

1. Target Accounts (MSP, VAR, SI)

Why it matters: Pick 1–2 micro-segments; speak their language.

Use the quick steps below. Keep the language simple; talk like a human. If a step feels heavy, cut it in half and ship a smaller version first.

- Goal in one line: keep it simple and measurable.

- Audience: who feels the pain now? Write 2–3 real examples.

- Message: one promise + one proof + one action.

- Channel: start with the easiest path you can repeat daily.

- Offer: remove risk; add a small win or sample.

- Tracking: use one sheet to log tests, results, next step.

- Next action: what can be shipped today in 30 minutes?

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1. Target Accounts (MSP, VAR, SI) — Notes & Checklist

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2. Pain Points & Triggers

Why it matters: Security, uptime, cost control, compliance—be specific.

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3. Discovery & Qualification

Why it matters: Find the buying group: CIO, IT Manager, Finance.

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4. Messaging & Offers

Why it matters: Risk-free audit, security check, cloud cost review.

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5. Channels: Email, Phone, LinkedIn

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6. Proposal & ROI

Why it matters: Tie the tech to a business result with simple math.

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7. Pilot to Contract

Why it matters: Small start, weekly checkpoints, expand after proof.

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8. Account Growth

Why it matters: Quarterly value reviews; ask for referrals and case studies.

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9. Renewals & Churn Defense

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