

Romania: lead generating by the chamber might be something for you?

Why do so many organizations struggle with the lead generation process?

We got the following response on the question: which step of the lead management is your top challenge?

Generating leads = 48% -> most of the companies are unable to generate quality leads

Qualifying leads = 17 %

Nurturing early stage leads = 17%

Managing the hand-off to sales = 5%

Closing the loop with sales = 14%

The lead process also suffers from “**perception**” and “**communication issues**”, not only between marketers and salespeople, but with prospects and customers. Doing business today isn't just about hitting targets and sales goals: it is about people.

How can the chamber help you?

The chamber generates lead for the experts, suppliers and engineers. Two people are screening the market to identify and they write tailor made leads that come with a short memo on the lead event and a company profile with contact data. Easy....

The management will play a crucial role and feed back to the team that executes and feed back to the camber are the keys to continuation and success.

Dipl. ir. Freddy M.E. Jacobs, president
Camera Imobiliara Belgia Româna
cibr@telenet.be
+32478/331.799
+40766/622.873

WWW.CIBR.BE

We are a commercial chamber of commerce for real estate and related activities. We cover Romania and the Benelux. From Belgium we have access to investors and companies from the Benelux. From Romania we have access to investors, suppliers and experts in Romania.

It is our mission:

1. to organize network events and seminars to bring the parties and stakeholders in contact with each other;
2. to provide outstanding services to clients and members;
3. to grant a “special cibr plaque” to the selected and approved suppliers, sponsors and experts;
4. to develop business in Romania for our members;
5. to develop business in Belgium for our members;

