

# Proven Ways to Generate New Leads During an Economic Downturn

written by Lauri Moon | June 22, 2020

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

IMC is partnering with our sister-center, DVIRC, to bring you this free webinar that will review DVIRC's proven lead generation process that aligns companies' capabilities with market opportunities to drive measurable growth by generating qualified prospects.

The 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
- Bonus: Examples of how manufacturing leaders have effectively generated increased sales using this process

Presenters' Bios

Lead Generation Webinar Flyer

Zoom Login information will be provided prior to the event.

[Register](#)