

CUSTOMER GENERATION

Get more customers. Build with confidence.

A practical path from local demand to a clear next step.

For South African SMEs



THE CUSTOMER PATH

Demand only matters when it leads to a conversation

Customers need a clear path from finding you to hearing back from you.



When one link breaks, good demand can still end with a missed opportunity.

THE CUSTOMER GENERATION SYSTEM

A practical path to the first conversation

Start with evidence, then make it easy for a customer to trust and contact you.

01

Check demand

Custom report for your service and area.

02

Set up the profile

Clear service information customers can use.

03

Work the enquiry

Reply quickly and quote clearly.

04

Follow up

Keep serious leads moving.

The first step is simple: check real demand before you choose the next investment.

HARVARD PRINCIPLED NEGOTIATION

A strong sale is a problem-solving conversation

The conversation gets better when it is grounded in interests, options and fair criteria.

01

Separate people from the problem

Keep the conversation calm and specific.

02

Focus on interests

Ask what the customer needs to achieve.

03

Create options for mutual gain

Show a right-fit path, not one generic package.

04

Use objective criteria

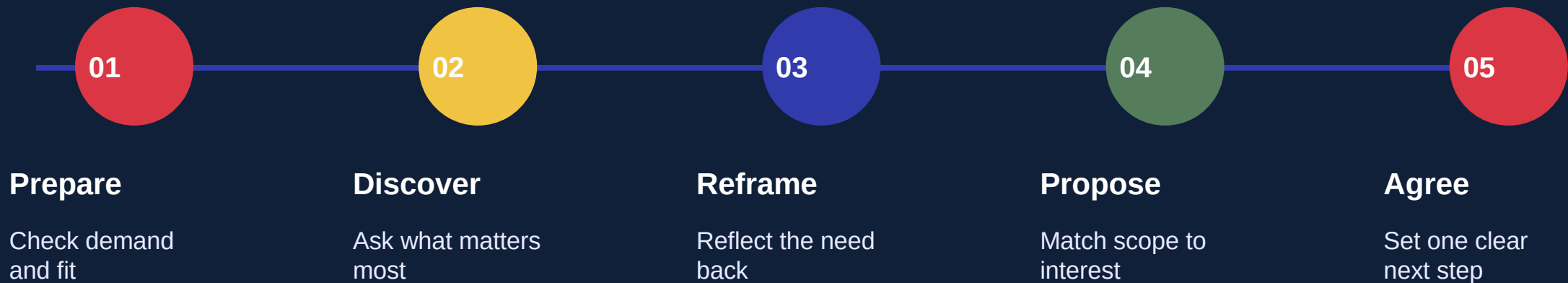
Anchor the recommendation in demand, scope and next step.

The goal is an agreement that makes sense for both sides.

THE SALES PROCESS

Five steps for every serious enquiry

A repeatable process keeps the conversation useful without making it feel scripted.



Useful discovery questions: What result are you trying to reach? What would make this worthwhile? What happens if nothing changes?

WHAT MARKETDIRECT HELPS YOU PUT IN PLACE

The system behind the conversation

Each piece supports a customer who is trying to decide whether to contact you.



Demand report

See what people search for in your service area.



Business profile

Explain what you offer in clear, useful language.



Reply and quote tools

Respond quickly with a consistent next step.



Lead tracking

Know who needs a reply and what happens next.



Follow-up support

Keep serious enquiries from going cold.

START HERE

Start with demand for your service.

Tell us your company, service keywords and city or towns. We will help you see the next practical move.

[Request your custom report](#)

marketdirect.co.za/customer-generation-platform-setup

A clear next step

- 1 Check your demand
- 2 Choose the right setup
- 3 Build the enquiry process

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