

SALES AID — FOR THE LEAD GENERATION TEAM

Footprint Group Sales Aid

Your marketing, always moving.

A quick-reference card for your calls. Footprint Group is a full-service marketing agency for trades businesses and SMEs across the UK — one trusted partner for everything a growing brand needs. Your job on the call is simple: find the pain, show we remove it, and hand the lead over warm.

THE ONE PROBLEM WE SOLVE

“I don't have time to do my marketing effectively.”

Every conversation connects back to this. Most small business owners don't have a marketing problem — they have a time problem. We take the whole thing off their plate.

THE HOOK THAT WORKS

“You're brilliant at what you do. Marketing it is what we do.”

Lead with the customer's world, not our service list. Once they feel understood, the products sell themselves.

What to listen for

“My marketing is inconsistent and I don't know why it isn't working.”

“We tried an agency before and wasted money.”

“I do marketing in bursts, then it stops when we get busy.”

“I'm losing leads because I'm not following up properly.”

“I know I need to do more but I don't know where to start.”

— Our three priority areas

1 Signage & Merchandise — the easy yes

Vehicle graphics, shopfront and site signage, branded workwear, merchandise, exhibition display. One partner for design, print and fit. Turns everyday activity into free advertising. Often the natural door-opener to the wider relationship.

2 Digital Products & Services — the engine

Websites built to generate enquiries, plus SEO, paid, social, creative and content. Strategy and execution handled — not a one-off build. This is where visibility turns into pipeline.

3 Your Lead Kit — the system

The CRM and automation platform that makes sure no lead goes cold. Three tiers from £34.99 to £257/month. The combined story: the strategy and execution of Footprint Group, powered by the automation of Your Lead Kit.

— Good lead vs bad lead

✓ GREEN FLAGS

Understands marketing takes consistent effort
· willing to invest in the process · has clear business goals · measures success in enquiries and revenue.

✗ RED FLAGS

Wants instant results or “guaranteed leads” · treats marketing as a one-off cost · can't say what their goals are · only asks about price.

NEVER SAY

Quick wins · instant results · guaranteed X leads in 30 days · go viral · anything that makes marketing sound passive, easy or automatic. Avoid jargon that would lose a trades business owner — talk enquiries and pipeline, not impressions.

— How to close the call

Capture the lead in the Lead Gen Portal while it's fresh: contact details, business name, which product area caught their interest, and the pain points they mentioned. Choose **Log a Lead** to pass it to the account team, or **Book an Appointment** if they're ready to lock a time. Mitch and Jack B take it from there.