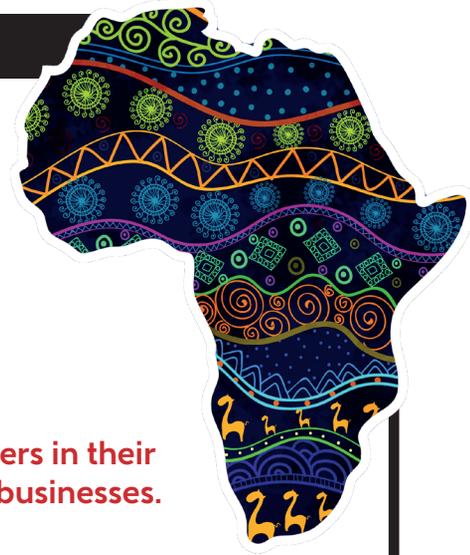


LEAD GENERATION IS ABOUT CONNECTION AND PERMISSION

The value of building relationships and knowing the right industry leaders in their respective industries and countries can provide immeasurable value to businesses.



Arlene Prince, GM & Business and Development Manager and **Louise Robinson**, Managing and Marketing Director EMEA

CG Consulting is a specialist lead generation and outsourced telemarketing service provider with extensive experience in South Africa, and expert reach across the African continent. Established 15 years ago by two women, the company offers comprehensive B2B enterprise databases across sectors with a focus on ICT across the continent. The team consults and assists businesses to generate leads, while obtaining accurate, compliant, and comprehensive data for their clients.

According to **Louise Robinson**, sales director of CG Consulting, one of the biggest issues is that European, American, and even African companies still do not understand that Africa is diverse, with 54 countries – and massive cultural, language, and technology differences between countries.

“What works in Kenya with its phenomenal startup culture will not work in Nigeria, which is probably the most difficult country in which to work; doing business in Ethiopia means overcoming government corruption and fre-

quent internet shutdowns, while South Africa has its share of load-shedding issues and legislative challenges,” Robinson adds.

The value of building relationships and knowing who the industry leaders are of their respective countries can provide immeasurable value in how businesses operate across the continent.

Performing leads management across Africa at a time when data privacy is an integral component of regulation means organisations need to adhere, and understand, the data and privacy laws that govern each country. CG Consulting understands this, and is helping decision-makers be cognisant of the impact this regulation can have on growth opportunities. By keeping data protection, like PoPIA and GDPR, top of mind, companies will need to reconsider how they perform leads management in this new normal.

“By its nature, leads management is a data-intensive exercise. Thanks to the massive amount of unstructured information out there due to the growth of social networking, regulatory scrutiny has increased to mitigate the risk of personal information being misused. This is especially the case when it comes to those organisations that buy leads databases. If the service provider responsible for maintaining those databases does not comply with the data protection regulation, then the companies that perform their outreaches can risk significant financial and reputational damage,” she says.

According to **Arthur Goldstuck**, MD of World Wide Worx, who has worked with CG Consulting for close to two decades, this long-term relationship has been particularly effective because of CG Consulting’s understanding of the African economies surveyed, as well as its comprehensive databases. “Out-

sourcing the data collection and telemarketing portion of our research offers faster results and allows us to focus on our core areas of expertise: research design, interpretation and key conclusions. When it comes to research across African countries, where collecting data poses its own unique challenges, CG Consulting’s expertise has been invaluable,” he adds.

Kabelo Sekele, Executive Sales and Strategic Relationships at PhakamoTech, says that “the lead generation process presented our team with the opportunity to create a conversation with potential clients, allowing us to showcase our capabilities through direct engagements with the targeted clients. When undertaking this process with CG Consulting, we learnt that gathering quality leads is one thing, understanding what sort of leads would be best for the business was another. Working together, refining the data, collaborating to define the right details, we were able to quantify the right leads, thus enabling us to position the right products and close meaningful business deals.”

“Markets across Africa are dynamic, with each country having its unique sets of challenges, regulation, and data privacy elements to consider. Being able to partner with a trusted service provider capable of delivering a database that adheres to all this will position the business for growth well into the future,” concludes Robinson. ■