

Why ‘Getting Your Name Out There’ Is Killing Your Business

High-Intent Prospecting

Greg Chambers

Includes Addendum: “Marketing in the Machine Age: How AI is Reshaping Lead Generation”

[STRATEGY]

Why ‘Getting Your Name Out There’ Is Killing Your Business

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by Greg Chambers, [Chambers Pivot Industries](#)

The Problem: Greg, We Need More Qualified Leads

A client calls asking for a second set of eyes on their business development program. The significant investment they are making isn't generating the results leadership expects. "It's killing us," they said. Such drama! But, they aren't alone. Most businesses I've worked with, especially those in complex B2B or high-ticket B2C sales, struggle to predictably generate the right kind of opportunities—the kind that convert. In my experience, there are three reasons why this happens:

- **Not the Best Prospects:** Most sales processes attract late-stage buyers rather than early-stage decision-makers in the critical timeframe before they have decided on what they think is the "exact right solution."
- **Missed Opportunities:** When dealing with early-stage decision makers, business development people fail to invite prospects into the company's lead nurturing program. This leads to marketing materials slowly becoming low information tools, useless to

decision-makers in early stages of a finding a solution.

- **No Clear Lead Generation Strategy:** Getting your name out isn't enough;



you need the *right* prospects. You need insights into how prospects learn about the problems you solve and the results you offer. This leads to prospects that reliably turn into high quality opportunities.

The Solution: High-Intent Prospects

The secret to unlocking access to more and better opportunities lies in an area you already understand well: your prospects' decision-making process. It's not about inspiring more sales activity or casting a wider net; it's about being present with the right information when buyers look for answers.

3 Steps to Attract High-Intent Prospects:

1. **Understand Intent:** High-intent prospects can be found in their search

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for solutions to problems. Your job is to be there with high-impact answers at the exact right time they are looking for help.

Example: An engineering firm targeted searches around the problems they solved by using phrases beginning with words like *how, what, why, when, can, should, example, and does*, all in their local trade area. When local prospects researched, their firm's people were a resource prospects could find.

2. **Be Specific:** Broad messages don't resonate. Speak directly to pain around the problems your firm is paid to solve, mirroring the language your buyers use, at the decision stage they're in.

Example: A construction management firm wanted to identify commercial construction opportunities in their area before the projects went to bid.

- **Broad:** Construction Management
- **More Specific:** Successful Construction Management Examples
- **Very Specific:** Deciding between Design-Bid-Build/Construction Manager at Risk/Design-Build Project Delivery Methods

The first is too broad, that person could be searching for either residential or commercial construction; the second is more likely to be a commercial searcher, making it better; the last uses terms we heard competitors using with buyers, making this the way we uncovered new commercial opportunities before bid.

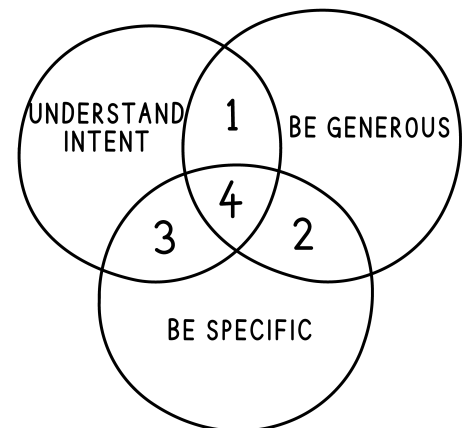
3. **Be Generous:** Offer prospects valuable information prospects, like

proprietary guides or checklists used internally. Make prospects smarter.

Example: a downloadable Agenda, Template, Checklist, or Glossary of Terms can establish credibility and attract more inquiries. When your prospective clients are in a research mode, tools like these give them valuable information on what a good decision looks like. It's doubly effective if your tool helps them save time and demonstrates a standard you use.

The Perfect Mix

In working on problems like this with hundreds of clients over the last decade, these 3 areas (Intent, Specificity, Generosity) are my diagnostic for finding more high-intent prospects. You need all 3 working together.



1. If you **Understand Intent and you're Generous** (but you're not Specific), you're "Scattershot." Your firm is providing useful resources, but without focusing on specific problems, your efforts attract the wrong audience, are hard to find, or fail to resonate with the buyers you target.
2. If you **Understand Intent and you're Specific** (but you're not Generous), you are "Missing Opportunities." Your

SALES AND MARKETING

firm is accurately targeting your audience and addressing their pain points, but without offering obvious value, you're missing a chance to build trust with high-intent buyers. Plus, your people don't share these generic resources.

3. Last, if you're **Specific and Generous**, but not Intent-Focused, it's "Wasted Effort." Your firm's resources and messaging are spot-on, but without understanding when or why prospects are searching, your solutions never enter the decision process.
4. The perfect mix, on the other hand, leads to **High Intent Prospects**. When you understand intent, you're being specific, and your people are generous with information, you are in the lead generation sweet spot for complex B2B or high-ticket B2C sales.

The good news? The solution to the problem is close at hand: *it's inside Google Search*.

Case in Point: The Power of High-Intent Prospecting using Google

A pharmaceutical consulting firm was very skeptical about my lead generation recommendations. Their audience—pharmaceutical managers—is busy, highly educated, and rarely searched for vendors online, I was told. The firm's partners believed the only way to generate more leads was to get a salesperson on the streets. . .which they didn't want to do, hence my recommendation.

They agreed to test a yearlong focus on high-intent prospects and creating resources designed to appeal to their target audience. This generated large new opportunities, despite a conservative marketing spend. And

it was repeatable. Some of their results included:

- **Attracted Qualified Leads:** Prospects downloaded an "Award Winning Agenda" that helped them visualize how a very specific kind of event was organized.
- **Built a Pipeline:** From the Agenda and other tools, the consulting firm started new conversations and identified future opportunities without putting additional "feet on the street."
- **Delivered ROI:** This was done with a modest budget by targeting niche searches around the specific problems they solved. It led to them identifying and closing a very large opportunity. They are no longer skeptics.

This is the power of focusing on high-intent prospecting.

Take the First Step

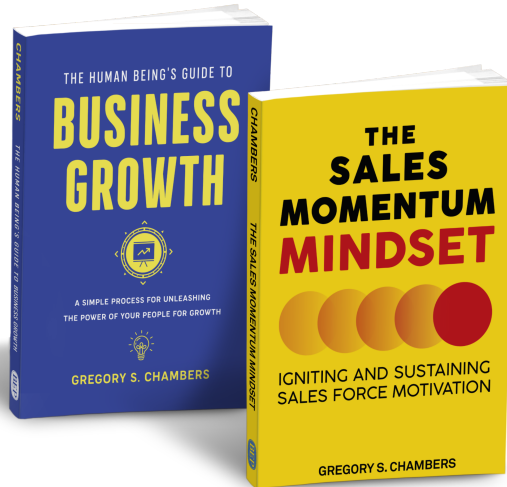
Imagine getting calls from more prospects who are ready to engage, not just price shop. And imagine doing it with a modest budget and measurable ROI. The secret to making this happen lies inside Google Search.* Despite news suggesting their iron-clad grip on website traffic is slipping, your prospects are still using Google to look for answers.

Using my strategies, go from feeling like customer acquisition is 'killing your business' to predictably generating new opportunities.

Every business is unique, and so is your opportunity to grow. Let's discuss how we can tailor a strategy for your company.

** Wondering how ChatGPT or other AI tools affect lead gen? I'll show you how that's working too. (hint: it's great)*

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Greg Chambers is the founder of the sales-and-marketing consultancy, Chambers Pivot Industries LLC. Companies hire Greg to create sales-and-marketing practices they can get excited about and are a perfect fit for their cultures.

Since 2012 Greg has worked with clients in a dozen industries, including professional services, software, and healthcare. He coaches clients on how to grow through practices like sales management, lead generation, database marketing, and referral training.

Before opening his firm, Greg was a serial entrepreneur. He led the expansion of the cult apparel company, Mad Gringo, and co-founded the lead generation company, GoLeads.

Greg's new book is out: "The Sales Momentum Mindset: Igniting and Sustaining Sales Force Motivation," which teaches readers how to set sales records using Momentum. His previous books include, "The Human Being's Guide to Business Growth" the easiest way to grow their business, and the Amalgamate series.

[ADDENDUM]

Marketing in the Machine Age: How AI is Reshaping Lead Generation

How AI Search Is Changing Website Traffic

By Greg Chambers

A New Era of Search is Here

The way people find businesses online is shifting. AI-driven tools like **ChatGPT**, **Claude**, and **Perplexity AI** are increasingly acting as **search engines**, influencing where potential customers go for solutions.

Businesses that understand how AI search works—and optimize their content accordingly—are gaining **high-quality, high-intent leads**. This change has been rapid. Across seven of the B2B lead generation sites I work with, from January to June 2024, there was one visit from ChatGPT, but since then:

- One site received **102 visitors from ChatGPT since July 2024**. **10 of them converted into leads**—matching our organic search conversion rate and outperforming paid ads. **Perplexity AI sent 13 visitors, with a 20% conversion rate**—suggesting an even stronger lead quality.
- The sample size is small, but compared to our normal leads, these are earlier in the decision

process, and the average order size is higher.

- **We close 25% of these leads within 30 days**, slightly higher than average.
- **The more pages on the website**, the more likely it is to attract AI-driven traffic.

AI-driven search is already delivering real results. Businesses that get ahead of this shift will capture more leads—and those that don't will fall further behind, missing out on opportunities, and making lead generation needlessly expensive.

How ChatGPT and AI Search Engines Find & Recommend Businesses

My clients have used my approach of creating website content to fit a decision process their customers follow.

1. Researching problems or looking for solutions
2. Considering solutions/finding the right fit
3. Going deeper into a solution

4. Shopping for the best price for the solution

Prospects used to talk to sales teams in the early stages of a decision. Once Google became an easier source to find information, prospects turned to the search results for the earliest stages of decision making. This leads to salespeople engaging with prospects much later in the decision process and sales processes have had to adapt to this new reality over the last twenty years.

Unlike Google, which answers the prospect's early-stage decision questions by serving up pages ranked based on keywords, backlinks, and domain authority, ChatGPT and other AI search tools rely on **content relevance and structure**. They pull data from:

- **Bing's search index** (since Microsoft powers ChatGPT's browsing capabilities)
- **Direct knowledge sources** (articles, FAQs, reports, and guides)
- **Structured website content** (how clearly your site's content answers common industry questions)

For businesses trying to generate leads from their websites, this means **if your website lacks early-stage educational content, AI won't find—or recommend—you**.

As more users turn to AI tools to help them with the earliest stages of their decision making, your website content needs to be a resource the AI tools can find and use.

How do I know this is happening? In analyzing hundreds of leads over the last six months, the AI traffic fits a pattern. They are more likely to write long comments on the lead form, ask for input on the solutions we offer, and less likely to be price shopping.

The sites I work with that are generating the most leads have substantially more content than the sites that are not getting AI traffic. Not only do the active site have more content, they have much more early-stage decision content originally designed for long-tail SEO purposes. Pages that show up high in search results to answer specific questions prospects have. The sites with product only pages with strong Calls To Action (CTA), especially those designed for paid traffic, are not attracting the AI traffic.

One thing to note, even though we think the AI is reviewing our long-tail search pages, *the traffic AI is referring is being sent to the home page, not the deep link pages.*

What Type of Content Attracts AI-Driven Leads?

To start appearing in AI-driven recommendations, your website needs:

1. Early-Stage Educational Content

Most AI-driven searchers are in the **research and evaluation phase**, not the buying phase. That means they're looking for **helpful**,

informative content—not just sales pages.

Idea: Instead of writing about “Buy a mailing list of farmers,” write about: **“Ways to market to farmers effectively in [your location].”**

2. Location-Based Content

My analysis suggests prospects are using geographic information in their searches. Since ChatGPT relies on **Bing**, which prioritizes **geographically relevant content** when ranking sites, this makes sense for why it sticks out.

Idea: Instead of just offering advice about “How to connect with ranchers,” write location specific advice: **“The most effective ways to connect with ranchers in Texas.”**

3. Informative, Research-Driven Pages

People are looking for **helpful industry insights before they make a purchasing decision.** Guides, FAQs, and educational blogs perform well. Any questions your prospects have ever asked that begin with keywords like “what, how, when, should, can” etc. are good prompts for content on your website. Remember, prospects are in early stages of the decision process, so make sure to include information about solutions your company does NOT provide. It seems counterintuitive but builds trust. It’s the same tactic used by experienced sales professionals in the near past.

Example: Instead of listing your services, create: **“The Questions We’ve Learned to Ask Before Starting a Marketing Campaign to Dairy Farmers in Wisconsin.”**

Quick Action Plan: How to Optimize Your Website for AI Search

If you want ChatGPT, Perplexity, and other AI tools to **recommend your business**, follow this framework:

1. **Audit Your Content** – Does your site answer common research questions? If not, add educational articles.
 2. **Use Location Markers** – Add city, state, and region-based keywords to help Bing rank your site higher.
 3. **Shift From Sales Pages to Resources** – Make your website a knowledge hub, not just a sales pitch.
 4. **Track AI-Driven Traffic** – Measure engagement from ChatGPT and other AI sources to refine your strategy.
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The AI Search Shift is Here—Are You Ready?

AI-driven search isn’t a future trend—it’s **happening now.** Businesses that create **early-stage, location-rich content** will:

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- ✓ **Get more AI-recommended traffic**
- ✓ **Generate higher-quality leads**
- ✓ **Outperform competitors stuck in old search models**

Curious to see what an AI-driven lead optimized site looks like for your business?

Let's map out a strategy that gets your business in front of the right customers—before your competitors catch on.