

**ABOUT GOOD LEADS**

Good Leads provides outsourced lead generation and business development services for mid-to large-size enterprises. With a proven set of best practices and sales and marketing expertise, Good Leads delivers cost-effective, flexible solutions to generate a guaranteed number of quality-assured leads. Over 200 companies across a variety of industries rely on Good Leads to build their brand awareness, fill their sales pipeline, and satisfy their market-facing needs.



Company: Boston Engineering, Inc.  
 Headquarters: Waltham, MA  
 Employees: 20  
 Web Site: [www.boston-engineering.com](http://www.boston-engineering.com)  
 Services Used: Premier Lead Generation

Boston Engineering designs, builds and delivers complete solutions for engineering and manufacturing companies that value engineering excellence and accelerated time-to-market. The company provides customized, cross-functional development teams that accept overall project responsibility and are committed to project success.

*“Our potential for growth because of Good Leads is astounding to us, and it’s telling us we made a good decision.”*

– Mark Smithers  
 VP of Business Development/COO

**THE CHALLENGE:**

A small and growing outsourced engineering services company, Boston Engineering was looking to generate revenue and market awareness within a six month timeframe.

**THE SOLUTION:**

By targeting companies identified by the client, Good Leads was able to introduce the client’s services and identify on-going—as well as new projects—that required outsourced services.

To get a better idea of the scope of work required and challenges facing the prospect, we targeted VPs and directors of engineering to determine the timeframe, budget, and needs to evaluate the opportunity for our client.

**RESULTS:**

Good Leads has generated 28 leads in six months time utilizing only a dedicated half-time resource. These highly qualified leads were all opportunities where our customer defined in advance the level of qualification required to be passed as a lead, which included a defined need, an identified decision maker, a budget to purchase their services, and a specified timeframe to purchase. Four contracts have been completed at a value of \$530,000 for a 20X return on investment (ROI)—notwithstanding the 10 other proposals pending.