



CASE STUDY

ENERGY INDUSTRIES

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.



BACKGROUND:

Good Leads' reputation for finding highly targeted leads in complex technical industries brought the Houston, Texas, office of UK Trade & Investment (UKTI) on board to find emerging energy industry companies interested in foreign expansion. Part of the British Consulate-General, UKTI is an economic development group for the British government charged with growing international business investment in the UK. UKTI provides consultative and logistical help to connect companies with the right local market experts for expansion. The Houston post of UKTI focuses on traditional and alternative energy industries.

THE CHALLENGE:

A bit like the proverbial needle in a haystack, Good Leads' search required attention to detail in a large domain. Good Leads needed to find new or emerging companies across a number of industries within a five-state region that focused on the energy market and were looking to expand globally. The challenge was identifying companies experiencing growth early enough in the strategic process to encourage them to expand into the UK rather than other international locations, but that were far enough along in their business development to make a firm commitment to financial investment in the UK.

UKTI also asked Good Leads to fill a schedule of one-hour appointments with their key energy expert over a two-day period in New Mexico. Good Leads had only three weeks to identify and contact companies that met specific criteria in the five-state region to fill the eight appointment slots.

THE SOLUTION:

Good Leads brought their market knowledge and demographic profiling expertise to bear on expertly culling through multitudes of web sites and other corporate data to find references to possible leads in the industry. Good Leads identified potential targets by revenue, geography, and vertical market, and contacted the owners or other strategic decision makers to assess their potential for UK business expansion.

With a calling plan that focused on a big-picture strategic direction and carefully avoided questions about sensitive information, the team was able to engage prospects in information-sharing discussions. By understanding both UKTI's needs in a prospect and the energy industry's key concerns about foreign business expansion, Good Leads was able to initiate conversations with top business decision makers that generated important information as well as qualified leads.

THE RESULTS:

Good Leads delivered highly qualified leads and firm appointments with decision makers at energy-focused companies poised to initiate international expansion. By sifting through online data and using creative means to find potential leads, Good Leads generated an initial calling list of nearly 1000 names and delivered a 5 percent lead rate, validating appropriate contacts, titles, phone numbers, and email addresses. For the two-day meeting project, Good Leads filled five of the eight open time slots and scheduled future meetings with three additional prospects in the requested geographic area who weren't available on the specific day of the meetings. By focusing on key qualification criteria, Good Leads was able to deliver energy-focused prospects that were in the right stage of their business life cycle to consider international expansion into the UK, as well as fill UKTI's pipeline of future prospects.