

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.



CHALLENGE:

Dovetail—The Marketing Database Company has been in business for more than 13 years. In that time, Jeff Barela, one of the co-founders had been the key salesperson for all new accounts and was looking for additional ways to “get the word out... I am an operations person, not a salesperson,” notes Jeff. While the executive team had considered building a sales force, that was not quite the right solution for the company.

After meeting a Good Leads representative at the Internet Retail Conference and speaking with Bob Good, Jeff decided to give the Good Leads team a chance.

PARTNER:

The Good Leads team, including operations lead Earl Haight and caller Jim Dougherty, took “an active interest” in learning the business and rolled up their sleeves. Very quickly, they recognized that the typical Dovetail sale was both a technical and marketing one involving the integration of multiple operational databases into a single marketing database that Dovetail’s clients could use.

EXTEND:

When asked to describe his Good Leads team, Jeff mentions “no-nonsense, direct, and like a bulldog.” The team has an approach, he says, that works stylistically with how Dovetail operates.

QUALIFY:

In addition to appreciating the team’s tenacity, Jeff also remarked on the value of the weekly calls with Earl and Jim. These weekly calls allow both the Dovetail and Good Leads teams to review the most prominent leads, demo opportunities, and any course correction that may be necessary.

“We recently closed one of the bigger deals we have done— Good Leads was singly best at getting me to exactly the right person in the organization that I needed to talk to.”

—Jeff Barela, Co-Founder

DELIVER:

In just eight months of engagement, Good Leads has helped Dovetail identify and ultimately close one of its biggest contracts to date—and there are several others in the pipeline. Jeff remarks that Good Leads is adept at getting him to exactly the right person he needs to get to in a large organization that he needs to talk to to get a “no, yes, or maybe later.”