



CASE STUDY

ENGINEERING AND PRODUCT MANUFACTURING

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:

As a start-up technology company in Massachusetts, E-TROLZ provides highly integrated signal acquisition and data management solutions for electrophysiological medical devices, especially wireless, low power, and ambulatory/portable devices. In order to grow and gain investor interest, the company was looking for partners in OEM and university/hospital research settings who needed programmable controllers. With a strong technology-integration background in the medical device area, Good Leads offered expert business development services that initiated discussions and led to partnerships.

THE CHALLENGE:

Finding the right kind of companies in the right stage of product development to integrate highly specialized signal processor technology required a knowledgeable approach. Good Leads needed to find companies using EEG or EKG technologies that were in their formative stages of product design or development and wanted to reduce their design costs, maintain a technology leadership position, and improve their product performance. The team also needed to find the right person to talk to, which in many organizations can require diligent finesse.

THE SOLUTION:

Good Leads used their proven 5 Step Methodology to identify and qualify prospects through true information exchange. The team started with a broad list of medical device companies which they carefully culled to remove those with no need for signal processing, such as prosthetics, surgical implements, stints, or distributors. During the introductory phone call, the team would gauge suitability by discussing the stage of product development and types of technologies used. Initially the team targeted companies and organizations creating both new and existing products that might need redesigns, but the team realized quickly that the best targets were those with new products in the early design stages. By engaging in meaningful conversations with prospects, Good Leads not only qualified the leads, but also set the stage for a successful final sales conversation by the client's marketing and sales team.

THE RESULTS:

E-TROLZ was a case where there was a particularly strong emphasis placed on identifying and qualifying specific targeted leads and Good Leads delivered on the promise to provide well-matched organizations. In fact, Good Leads has identified a high percentage of E-TROLZ's existing client roster. The ongoing relationship has spanned nearly two years and involves providing a CRM system for the young company. Good Leads' understanding of the medical device market and skill at engaging prospects in purposeful discussions helped a new company in a highly competitive and specialized industry gain investor interest and getting a running start in the marketplace.