

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' client helps businesses communicate and collaborate on thousands of projects and transactions—enabling them to globally compete with accelerated business processes, simplified communications, and enhanced workflows. The Company's central repository streamlines business processes and improves overall efficiency, regardless of locations. In particular, the Company's solutions have been widely adopted within the financial services and pharmaceutical industries.

PARTNER

Possessing demonstrated industry experience and a dedication to quality and consistency, the Company has built loyal client relationships. Even though their workspace is virtual, their clients know that they can really trust them to perform. By recognizing that Good Leads shares a synonymous creed, the Company selected Good Leads as a partner they, too, can trust for expanding their reach.

EXTEND

In order to meet aggressive revenue goals, the Company needed a continuous pipeline of highly qualified opportunities. The management team recognized that outsourcing the lead development to a professional company could increase their bottom line. After a thorough review of the competition, the Company selected Good Leads because of its abilities to partner with them at every level and to customize an action plan.

QUALIFY

The executive team's objective was to ensure that the Company's on-demand lead generation campaigns were properly and consistently nurtured, in order to maximize opportunities. The Company needed a business development company that could converse at a very high-level at multinational organizations—its offering was targeted towards Corporate Secretaries, General Counsels, and/or Vice Presidents.

Working collaboratively with the Company, Good Leads commenced a series of training programs to forge a solid understanding. Integrating its structured BANT (Budget, Attributes, Needs, Timing) criteria, the Good Leads team focused on following up on the Company's direct mail campaign. Using the phone as the next stage, Good Leads engaged the prospects with a free book offer and nurtured the Company's target audience every step along the way.

Several times during the course of the campaign Good Leads connected with prospects, gaining a key understanding of the Company's procurement process, which enabled it to further define and create detailed profiles with key drivers. Maximizing efficiencies, Good Leads was able to deliver leads that were primed for the Company's sales force.

DELIVER

Since engaging with Good Leads, the Company now realizes a dramatically simplified sales process and striking reduction in time from qualified prospect to close. By customizing the campaign, the business development process is seamless and the lead quality has increased exponentially. The Company's sales team is now able to quickly reach the right prospects and with relevant information; increasing their overall response rate, with a solid 36 leads per month and an average sales price of \$20,000 per transaction. As a result of the Good Leads' integrated campaign, the Company is assured that its global reach is consistently resonating with target markets.