

## 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:

Spryance is a global provider of medical transcription services. Located in Waltham, MA, Spryance utilizes a Six Sigma quality methodology delivered in a secure, HIPAA-compliant environment. Their value proposition is to guarantee the quality of their services. Spryance wants their clients to feel confident that their medical records will be transcribed and delivered within 12 hours or less. And, if for any reason they are not transcribed and delivered as promised, then Spryance will give it to them for free — that's every report, every time, guaranteed. Consequently, Spryance expects to receive the same high-level commitment from their partners, which is one of the reasons they engaged Good Leads. Spryance knew that Good Leads' Guaranteed Service Level Agreement ensures a process with a trusted business development team that consistently delivers.

## THE CHALLENGE:

As a VC-funded start up, the executive team at Spryance recognized that they did not yet have strong brand recognition or an established client base. However, the company was under pressure from investors to acquire clients faster and in a predictable fashion. Furthermore, they did not have the necessary time, resources, or expertise to design and implement an effective process for lead qualification program.

## THE SOLUTION:

After Spryance had embarked upon a thorough competitive selection process, they realized the importance of having a professional, business development team with a distinctive process. Spryance chose Good Leads, in part, because of a reputation for deploying and implementing best practices that ensure the company excels in meeting every client's expectation.

During the initial engagement process, Good Leads assigned a dedicated account team to develop a timeline and establish the BANT (Budget, Attributes, Needs, and Timing) criteria. The team stepped up; quickly launching and testing the receptiveness of Spryance's message, and continuously communicated it until there was a clear resonance throughout their market place.

As Spryance increased the resource requirements, Good Leads was able to continue to deliver the solution needed. In fact, the team did such an excellent job, that Spryance hired one of Good Leads' employees, and returned for a second contract.