

# DEMAND CREATION

Sales • Executive Level  
Lead Development  
(C / VP Level)

Qualified Lead Generation  
Appointment Setting  
Inside Sales

Marketing - Actionable  
Programs with ROI

Event Promotion  
Event Follow-up  
Market Research  
Outbound Branding  
Fulfillment Services  
Live Chat & Voice  
Response Management  
List Generation &  
Validation

## OUTSOURCED BUSINESS DEVELOPMENT SERVICES FOR B2B COMPANIES

Organizations have turned to outsourced solutions for sales and marketing in order to fuel their pipeline, more effectively allocate budgets, gain valuable insight into their prospect base, benefit by the techniques and methodologies used by professional demand creation providers and ultimately foster stronger brands and interest while increasing sales. Good Leads® provides outsourced business development services for companies targeting executive level decision makers in technology-centric markets. Our no risk guarantee allows clients to attain a measurable return on investment by adding qualified leads, appointment setting, event promotion, response management and ongoing branding services to existing sales and marketing plans.

### AN EXTENSION OF YOUR TEAM

Good Leads' professional sales and marketing team implementing our proven techniques and methodologies generate qualified leads, executive appointments, event registrations, market opportunities and brand awareness on a consistent, cost-effective basis.

Good Leads operates as an extension of your company, providing closed loop services for demand creation projects—from the design of the program, messaging and sourcing of lists to ongoing reporting and complete project management. Whether you want to develop qualified leads, set introductory executive level appointments or fill an upcoming web seminar, our team of seasoned professionals can address all aspects of your program implementation.

### LEADS, APPOINTMENTS OR EVENTS

Good Leads provides cost-effective lead generation and business development services for B2B companies such as high tech, professional services and other technology centric offerings.

**Prospect Builder®** - Our team conducts the research and makes the contacts needed to generate qualified leads, or set introductory appointments.

**Sales Builder®** - Our business development experts promote and sell your products or services directly to the market - closing business on your behalf.

**Event Builder** - For marketers and event planners, this program is designed to maximize the attendance for seminars, tradeshow, user group meetings or other major events.

**Response Builder** - Never miss an inbound opportunity. Our staff will handle inbound calls, web leads and live web chat/messaging to immediately satisfy requests for information and fulfillment.

**Database Marketing Services** - The single most valuable asset in demand creation is having the right targets to market to. Our list generation and validation services refine this asset allowing more efficient campaigns.

### ABOUT GOODLEADS

Good Leads provides outsourced demand creation services for mid- to large-sized organizations. Leveraging a proven set of practices and sales and marketing expertise, we deliver cost-effective, flexible solutions that provide responsive and predictable levels of service for our clients' business development needs. Over 200 companies across a variety of industries have relied on Good Leads to build their brand awareness, fill their sales pipeline, and satisfy their market-facing needs. Good Leads is a trusted advisor committed to ensuring the long-term success of our clients' sales and marketing strategies. For more information, please visit [www.goodleads.com](http://www.goodleads.com).

### GETTING STARTED

For more information on Good Leads' Demand Creation Services, please contact [info@goodleads.com](mailto:info@goodleads.com) or 866-894-LEAD

