

# Assess and Validate New Market Opportunities



## SERVICES TO MAXIMIZE ROI

Our market opportunity assessment services are just the beginning of what Good Leads can offer to help you reach sales goals and grow your business. We offer in-depth Market Validation programs, along with a variety of consultation services designed to help you shorten your sales cycle and maximize your success.

## 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.

## DEFINE YOUR PRE-SALES MARKET OPPORTUNITIES THROUGH OUR MARKET LANDSCAPE BRIEFING™ AND VERTICAL VALIDATION™ SERVICES

You can be more confident about entering a new market when you have reliable strategic information tied to the market's potential for your business. Whether it's understanding an overall market landscape or determining how a potential vertical might fit into your marketing plans, Good Leads has two services that can help you make the right moves.

### MARKET LANDSCAPE BRIEFING

Position your business to seize the right market opportunities with Good Leads' **Market Landscape Briefing (MLB)**. Through this service, you will gain a better understanding of market factors that can make or break your sales efforts, so you can start in the right direction. Armed with solid knowledge, you can stake your leadership position in the current market landscape and beyond.

MLB will help you:

- Understand market trends and their impact on your customers and prospects
- Determine how you can best fit into your customer's value chain
- Identify potential partners
- Gain a snapshot of competitor positioning

### VERTICAL VALIDATION

Our evaluation of competitive market segments, vertical demographics, and key decision-making factors will give you the information you need to succeed in identifying and entering new vertical markets.

Our **Vertical Validation (VV)** service will help you:

- Define market size of the target vertical
- Understand key motivators and points of pain for prospects
- Realize competitor weaknesses and threats
- Characterize barriers to entry, adoption obstacles and ways to overcome them
- Evaluate the risks of pursuing and not pursuing the vertical opportunity
- Learn how to adapt your message to align with the vertical market's lexicon

## TO LEARN MORE

about our Market Landscape Briefing and Vertical Validation Program, please contact Bob Good at 866-894-LEAD or [bob@goodleads.com](mailto:bob@goodleads.com).