

# Prospect Builder® Program For Qualified Sales Leads



## PROSPECT BUILDER® PROGRAM— GUARANTEED “QUALIFIED” LEADS

Good Leads’ Prospect Builder® program is a lead generation program that addresses your most productive market segments. It is designed to identify, contact, and qualify prospects in your target audience that are interested in your solutions.

is free to focus 100% of their valuable time transforming interested and viable prospects into qualified buyers—we do the marketing and you take care of business.

### UNIQUE FEATURES:

The Prospect Builder® stands alone in this industry in providing a guarantee and warranty on our lead generation services.

- You are guaranteed to receive the quantity of leads defined in the contract.
- We provide a warranty on the quality of our work-leads will be replaced if they do not meet specified qualification criteria.

### PROGRAM BENEFITS:

- Frees up your sales force to focus 100% of their time on closing sales with “qualified” prospects actively in the market to buy
- Expedites sales cycle with “buy-in” from the “top level” decision-makers
- Increases market awareness of your company and solution
- Provides you with critical market intelligence about pricing and competition

### OTHER SALES SERVICES

**Contact Builder™** – With every project, Good Leads builds and maintains an up-to-date prospect list with current contact information.

**Loyalty Builder™** – In addition to outbound services, Good Leads can handle inbound inquiries from prospects and customers—whether from calls, web sites, emails, or live chats.

How do we do it? We integrate database marketing and telesales disciplines to develop prospects interested in speaking with your sales reps regarding your solution. We will do the initial prospect screening and legwork for you, and speak directly with executive decision-makers on your behalf. We confirm budget, business and technical attributes, need, and timeframe for implementation.

Each month you’ll receive new qualified leads while we continue to develop potential sales opportunities for you. Your sales team

### LET GOOD LEADS HELP BUILD YOUR SALES PIPELINE

In just a matter of days, Good Leads can begin building a steady pipeline of qualified sales leads for your sales team. Our Prospect Builder program is risk-free, easy to implement and will generate a high return on investment.

## 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.

In a recent business development project for one of the world’s largest IT management software companies, Good Leads booked 12 C-level executive appointments on Wall Street in one month.