

# Reduce Your Risk with Services that Validate Vertical Market Potential



## BEYOND SALES LEADS

When you need to find a competitive advantage that will help you grow your business, you can count on the market opportunity assessment and consultation services from Good Leads. Our Vertical Validation and Market Landscape Briefing™ services go beyond the scope of generating sales leads. They offer key insights into what the market looks like, feels, and needs to allow you to launch new products or enter new markets with confidence.

## 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.

## LAUNCH NEW PRODUCTS OR SERVICES WITH CONFIDENCE USING GOOD LEADS' VERTICAL VALIDATION™ SERVICE

Increase your chances of a successful vertical market entry by gaining keen insights that will not only help you better understand the market, but also give you a clear competitive advantage. You can determine exactly how (or if) a potential vertical will fit into your marketing plans using the Good Leads' Vertical Validation (VV) service.

## VERTICAL VALIDATION HIGHLIGHTS MARKET POTENTIAL

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 service will help you:

- Define market size of the target vertical
- Understand key motivators and pain points 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

This cost-effective service includes two days of time from a senior consultant, including one or two days at your site, as well as up to two days of additional time from an external domain expert. We'll interview up to ten key stakeholders and provide an interim report outlining findings, as well as a final presentation with recommendations and next steps. You'll gain strategic information gleaned from our proven models for risk assessment and market opportunity analysis.

**TO LEARN MORE** about our Vertical Validation Program, please contact Bob Good at 866-894-5323 or [bob@goodleads.com](mailto:bob@goodleads.com).