

Good Leads®

# Portfolio Accelerator™ Program for Venture Capitalists and Angel Investors

## More sales for your portfolio companies—and faster

Good Leads' guaranteed lead quantity and warranted lead quality gives VCs and angels the assurance that their portfolio investment has a steady and solid prospect pipeline during the critical early growth stages.



## INTRODUCING THE PORTFOLIO ACCELERATOR™ PROGRAM— FOR VENTURE CAPITALISTS AND ANGEL INVESTORS

*You've Given Your Portfolio Companies a Financial Bridge.  
Now Give Them a Sales Bridge to Ensure Their Success.*

You wouldn't invest in a startup if you didn't believe in the company or the people behind it. Yet, as much as you want to believe in the sales forecast and growth plans from your new portfolio company, you are always cautiously optimistic. Good Leads' Portfolio Accelerator Program™ can fill you with confidence by filling your portfolio's sales pipeline—over any period.

## 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.

## PROGRAM BENEFITS:

- Guaranteed quantity of qualified leads per month to achieve sales goals
- Portfolio sales team focuses 100% of time closing sales with "qualified" prospects
- Outsourced lead generation minimizes portfolio fixed costs and burn rate
- Gain critical market intelligence about portfolio pricing and competition
- Faster, broader reach of key decisionmakers throughout New England and US

## EXPERTISE TO ACCELERATE SALES

Our telesales professionals have years of experience and proven techniques for uncovering the key decision-makers inside prospect accounts—and expediting the sales process. We can quickly ramp up and scale up to meet most any sales goal or challenge.

## 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.

## 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.