



Good Leads®

Trade Mission Program Mission Accomplished

GOOD LEADS IS A PROUD MEMBER OF:

INTRODUCING THE TRADE MISSION PROGRAM—

Good Leads® secures the appointments that lead to successful trade missions, business partnerships and economic development.

Good Leads® helps regional economic developers accomplish their goal of making every trade mission they sponsor a resounding success.

We combine advanced telesales methodologies, business development best practices, state-of-the-art technology and diligent follow through to reach, secure and confirm appointments between trade mission participants and their ideal prospects.

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.

GLOBAL REACH, LOCAL CONNECTIONS:

Over the past ten years Good Leads has supported trade missions and international business development for companies in the US, Canada, Israel, United Kingdom and the Netherlands. Trade mission organizers trust and rely upon us for our:

- Unique qualified lead guarantee and warranty
- Strong New England presence with connections to business executives and government offices
- Participant pre-call screening and prospect matching process
- Customized prospect database with secure Web-based access 24/7

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.

ACCOMPLISH YOUR MISSION WITH GOOD LEADS

Good Leads has the experience, resources, services and commitment to assure that your trade missions are well planned, highly productive and rewarding.