

Accelerate and Expand Foreign Direct 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.

Contact John Rodolico, Director of International Sales, at 1-603-894-5323 x226 or johnr@goodleads.com to learn more about Good Leads' business development services for inward investment initiatives—and for a **free initial consultation**.

NEW OPPORTUNITIES

New market opportunities abound for foreign and domestic governments and non-profit and commercial businesses in a global economy. However, given such a vast range of possibilities, getting potential investors together with the right business opportunities at the right time remains a challenge.

BUSINESS DEVELOPMENT YOU CAN TRUST

To save time and money, many government agencies and non-profit and commercial businesses trust Good Leads™ to quickly screen and develop foreign direct investment opportunities to boost economic growth. With deep executive-level contacts in many industries such as **high technology, life sciences, IT, manufacturing, energy, and new media**, Good Leads' experienced senior team works closely with investment consuls and business development officers to:

- Research and assess investment promotion strategies
- Develop and execute investment programs
- Generate short-lists of pre-qualified potential investors
- Contact and arrange meetings with potential investors
- Provide due diligence and guidance during the introduction phase

QUALITY LEADS IN QUANTITY—GUARANTEED

Unlike traditional lead generation and telemarketing firms, Good Leads not only has a

senior business development team experienced in foreign direct investment, but it augments these experts with an unmatched pledge to lead quality and quantity. Good Leads offers unique assurances:

- ONLY Good Leads guarantees a minimum number of leads for a campaign
- ONLY Good Leads warrants lead quality to client's criteria

COUNT ON GOOD LEADS

Good Leads' professional business development and marketing team implement proven techniques and methodologies to generate qualified leads, executive appointments, contact lists, and market opportunities. To accelerate and expand foreign direct investment, Good Leads' services include:

Market Builder™ – Good Leads helps validate new market opportunities by providing timely feedback about potential buyers and the competitive landscape, enabling clients to hone products, services, marketing messages and plans, and overall business strategy during the course of a trade mission or campaign.

Contact Builder™ – With every project, Good Leads builds and maintains an up-to-date prospect list, including a short-list of potential investors, with current contact information.

Prospect Builder® – Good Leads makes daily calls to generate qualified leads, while the client's team focuses on assessing and closing investment opportunities.

Other services include program design, messaging, list sourcing, ongoing reporting, and project management. Services are tailored to specific client needs.