

# Demand Creation Services for Enterprise Businesses



## ABOUT GOOD LEADS

Good Leads provides outsourced demand creation services for mid- to large-size enterprises. Leveraging a proven set of practices and sales and marketing expertise, Good Leads delivers cost-effective, flexible solutions that provide responsive and predictable levels of service for client's business development needs.

Over 200 companies across a variety of industries have relied on Good Leads to build their brand awareness, fill their sales pipeline, and satisfy their market-facing needs. Good Leads is a trusted advisor committed to ensuring the long-term success of client's sales and marketing strategies.

## CHANGING GLOBAL COMPETITIVE LANDSCAPE

Globalization has increased competition in all industries, while access to more information has created better educated consumers and more segmented markets for most enterprises. Getting a differentiated and compelling message to the discerning buyer and generating a sale is more of a challenge than ever. As a result, enterprise businesses are turning to functional specialists for help.

## THE DEMAND CREATION EXPERTS

Many mid- to large-size companies select Good Leads® for lead generation and business development services domestically and abroad. Companies leverage Good Leads' demand creation experts to augment existing in-house resources to increase sales and to foster stronger brands. Good Leads cost-effectively builds sales pipelines, while the client's sales staff closes sales.

## QUALITY LEADS IN QUANTITY—GOOD LEADS GUARANTEED

Good Leads differs from other demand creation service providers in its unique assurances.

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

## BOUTIQUE SERVICES WITH A GLOBAL REACH

Good Leads' professional sales and marketing team implement proven techniques and methodologies to generate qualified leads, executive appointments, event registrations, market opportunities, and brand awareness. With experience working with a wide-range of clients, Good Leads can quickly scale services to match the project needs of even the largest enterprises.

## GOOD LEADS DEMAND CREATION SERVICES INCLUDE:

- **Prospect Builder®**—Good Leads makes daily calls to generate qualified leads, while the client's sales staff focuses on closing sales.
- **Database and List Development**—With every project, Good Leads builds and maintains an up-to-date prospect list with current contact information.
- **Market Validation**—Clients are provided timely feedback about potential buyers and markets during the course of a campaign. With this information, clients can hone products or services, marketing messages and plans, and overall business strategy in real time.
- **Inbound Customer Care**—In addition to outbound services, Good Leads can handle inbound inquiries from prospects and customers—whether from calls, websites, emails, or live chats.
- **CapacityCrowd™ Event Builder**—For event planners and marketers, this program maximizes attendance at webinars, seminars, tradeshow, user group meetings, and other events.
- **Other services** also available for demand creation projects include program design, messaging, list sourcing, ongoing reporting, and project management. Services are tailored to specific client needs.