



Keys to Selecting an Outsourced Business Development Partner

Quality leads are the lifeblood of every successful company. But even successful companies don't always have the internal resources, expertise or time to consistently generate quality leads for their sales team. As a result—strategically or out of necessity—they outsource the business development process to a lead generation firm. If you're considering doing the same, here are some keys to help you select the right partner.

People – Will your company be assigned a dedicated resource? Can you interview this person?

Process – Does the vendor have an established methodology? They should and you should get it in writing—and you should get a good explanation as to how the resource(s) assigned to you will follow it.

Technology – What database and tracking tools are utilized? How current is the computing and communications technology they use? How safe will your data be on their networks? Do they have a firewall, security policies and processes, and a data backup and recovery system in place?

Experience and Focus – Does the vendor specialize in your industry and area of focus? What customers do you know or could you speak with in the vendor's portfolio? How much client-side experience does the vendor's management team have? Have they built sales teams, launched products and clearly understand your position and needs?

Proximity – Are face-to-face meetings with your vendor partners important to you? Will the vendor need initial or ongoing training or monitoring from you? If you answered yes to any of these questions, choose a local vendor who you can meet, train, update and monitor with the frequency and ease that you need.



Good Leads® provides b2b lead generation services and business development programs that go beyond what the typical B2B telemarketing provider offers. Our services drive highly-qualified sales leads into your pipeline and measurable results to your bottom line. Our business development specialists use proven techniques for generating sales leads, event registrations, market opportunities and brand awareness on a consistent basis over short or long periods. Good Leads' fixed price model for sales lead services and industry-first lead quantity guarantee and lead quality warranty takes the guesswork and risk out of sales forecasts and marketing plans.

www.goodleads.com

395 Main Street | Salem, NH 03079

P: 866-894-LEAD | F: 866-870-8150

info@goodleads.com



Deliverables – Will you receive a contractually guaranteed fixed number of qualified opportunities based upon the lead success criteria that you have established? Will your vendor provide for a written warranty on the quality of those leads? Will you receive a fully populated database for future marketing?

Contracts – Will your vendor provide for the increment of service that is tailored to the size of the sales funnel you need? Is there easy in and out language to account for those unknown business contingencies?

Commitment – Will your vendor's leadership team personally sign off on the success and implementation plan for your firm?

Good Leads provides the expertise, dedication and perseverance to generate quality leads month over month without tying up internal resources. We are the only lead generation firm that guarantees lead quantity—and warrants lead quality.

If you'd like to consider partnering with us, Email or call 866-894-5323. We can help you exceed your sales goals!