

# Assess New Market Opportunities with Confidence



## SERVICES TO MAXIMIZE ROI

Our market opportunity assessment services are just the beginning of what Good Leads can offer to help you reach sales goals and grow your business. We also offer an in-depth Vertical Validation program, along with a variety of consultation services designed to help you shorten your sales cycle and maximize your success.

## 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.

## DEFINE YOUR PRE-SALES MARKET OPPORTUNITIES THROUGH GOOD LEADS' MARKET LANDSCAPE BRIEFING™ SERVICE

You can be more confident about entering a new market when you have reliable strategic information tied to the market's potential for your business. When it's critical that you have an accurate picture of the overall market, trust Good Leads' **Market Landscape Briefing (MLB)** service to give you the information you need.

## MARKET LANDSCAPE BRIEFING OFFERS KEY INSIGHTS

Position your business to seize the right market opportunities with Good Leads' Market Landscape Briefing.

Through this service, you will gain a better understanding of market factors that can make or break your sales efforts, so you can start in the right direction. Armed with solid knowledge, you can stake your leadership position in the current market landscape and beyond.

MLB will help you:

- Understand market trends and their impact on your customers and prospects
- Determine how you can best fit into your customer's value chain
- Identify potential partners
- Gain a snapshot of competitor positioning

This cost-effective service includes two days of dedicated time from a senior consultant, including one or two days at your site, as well as up to two days of additional time from an external domain expert. We'll interview up to ten key stakeholders and provide an interim report outlining our findings, as well as a final presentation with recommendations and next steps. Our proven, proprietary Market Landscape Briefing model promises to give you a clear picture of how to move forward with confidence.

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**TO LEARN MORE** about our Market Landscape Briefing Program, please contact Bob Good at 866-894-5323 or [bob@goodleads.com](mailto:bob@goodleads.com).

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