

5 Step Methodology of Good Leads' Prospect Builder® Program

Good Leads' 5 Step Methodology is the result of developing and executing sales and marketing campaigns for Fortune 500 companies worldwide. It's a proven process—which we use in every engagement—that enables us to build a relationship with our client's prospects to accelerate sales.

Phase 1: Identification

During this initial phase, we identify the universe of prospects and collect and verify key data elements (demographic data and contact information). This is considered the "long list" of prospects that may exist in a specific community or target market. We typically collect the following information:

- Company name and address
- Executive contact and title
- Phone, fax, email and Web site
- Size of company (employees and/or revenue)
- Industry segment

Phase 2: Introduction

Phase Two is the process of contacting targeted executives to introduce our client's solution or service, as opposed to delivering a "sales pitch". In this phase we position Good Leads as a credible research/business development firm, acting on behalf of our client. We not only gather information from prospects during this phase, but we also look to achieve executive awareness for our client's product(s), service(s) and/or offering(s).

During the introductory phone call, we will gauge the prospect's level of interest and determine if he or she would like to engage in an exploratory (Phase Three) phone call. If the prospect is interested in pursuing this relationship, we will inform our client that the prospect would like to further explore this opportunity or we will continue the relationship into Phase Three on behalf of our client.

Phase 3: Exploration

In Phase Three we explore the business and technical value of our client's offering with the qualified prospect through the use of an executive interview. Assuming that the company has indicated an interest in our client's offering, we engage the key decision-maker in a discussion of our client's solution on a more specific level of detail. The emphasis in Phase Three is placed on the possible value between our client's offering and the company, while understanding specific needs and/or requirements that the company in question may have. The executive interview will contain questions that will validate whether or not the prospect is truly qualified. If the prospect is interested in pursuing this relationship, we will provide a warm transfer back to our client. Phase Three represents the end of prospecting, and the beginning of actually "selling" a product or service to a qualified, educated and interested prospect.

Phase 4: Evaluation

During this phase, our client will engage the qualified prospect in an evaluation of the offering. Our client will typically work to ensure that the prospect understands the terms of a possible agreement, is willing to fulfill specified obligations, and/or is provided with answers to any questions that may have arisen from Phase Three discussions. Phase Four allows the prospect to make an educated decision as to whether our client's offering will truly bring value to their company. A commitment is typically achieved at the end of Phase Four.

Phase 5: Negotiation

At this point, our client and the prospect work to achieve final closure. An agreement is drafted between the parties to begin the relationship at the end of Phase Five.



High Technology Lead Generation Specialists