

# Good Leads Client Case Study



Company: Boston Engineering, Inc.  
Headquarters: Waltham, MA  
Employees: 20  
Web Site: [www.boston-engineering.com](http://www.boston-engineering.com)  
Services Used: Premier Lead Generation

Boston Engineering designs, builds and delivers complete solutions for engineering and manufacturing companies that value engineering excellence and accelerated time-to-market. The company provides customized, cross-functional development teams that accept overall project responsibility and are committed to project success.

## Problem

A small and growing outsourced engineering services company, Boston Engineering was looking to generate revenue and market awareness within a six month timeframe.

## Solution

By targeting companies identified by the client, Good Leads was able to introduce the client's services and identify on-going—as well as new projects—that required outsourced services.

To get a better idea of the scope of work required and challenges facing the prospect, we targeted VPs and directors of engineering to determine the timeframe, budget, and needs to evaluate the opportunity for our client.

## Results

Good Leads has generated **28** leads in six months time utilizing only a dedicated half-time resource. These highly qualified leads were all opportunities where our customer defined in advance the level of qualification required to be passed as a lead, which included a defined need, an identified decision maker, a budget to purchase their services, and a specified timeframe to purchase. Four contracts have been completed at a **value of \$530,000** for a **20X return on investment (ROI)**—not withstanding the 10 other proposals pending.

*“Our potential for growth because of Good Leads is astounding to us, and it's telling us we made a good decision.”*

— Mark Smithers  
VP of Business Development/COO

## About Good Leads

Good Leads provides risk-free, cost-effective lead generation and business development services for high-tech companies, professional services firms and educational institutions. Our telesales professionals and proven techniques generate sales leads, event registrations, market opportunities and brand awareness on a consistent basis over short or long periods. Good Leads' fixed-price model and industry-first lead quantity guarantee and lead quality warranty takes the guesswork and risk out of sales forecasts and marketing plans.



**High Technology Lead Generation Specialists**