

Take the Guesswork and Risk Out of Your Sales Forecasts and Marketing Plans

Good Leads® is the only B2B lead generation firm in New England that offers guaranteed lead quantity and warranted lead quality!

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 team and proven techniques generate sales leads, event registrations, market opportunities and brand awareness on a consistent basis over any period.

Outsourced Services to Keep Sales Coming in

Prospect Builder® – Our telesales team can make daily calls to generate qualified leads for your sales staff—so they focus 100% of their time closing sales. We can quickly scale to any size to match your project needs and we guarantee results!

Database and List Development – We can help you build and maintain an up-to-date prospect list with the right contacts and information to successfully reach and influence decision makers.

Market Validation – We can deliver real and timely feedback from potential buyers and markets that will help you hone your product or service, marketing message and plans, and overall business strategy.

Inbound Customer Care – If you need live, professional help to handle inbound calls from prospects and customers responding to a new product, service, offer or event, Good Leads can provide prompt, courteous service.

SalesBuilder® – Our business development experts can introduce your business and offering to the market, identify and qualify prospects, and negotiate and close business on your behalf.

Good Leads Partial Client List



Turnkey Programs to Grow More than Sales

In addition to helping grow sales, Good Leads can help grow entire businesses and events through these turnkey programs:

Portfolio Accelerator™ – This program gives venture capitalists and angel investors the assurance that their portfolio investment has a steady and solid prospect pipeline during the critical early growth stages.

CapacityCrowd™ Event Builder – For marketers and event planners, this program is designed to fill every seat at your next planned seminar, tradeshow, user group meeting or other major event.



High Technology Lead Generation Specialists