

SECURE LEAD

Your Qualified Sales Lead Solution

WHO WE ARE

Secure Lead specializes in helping business-to-business sales organizations with their number one challenge: *qualified sales lead generation*. Secure Lead provides your sales force with qualified leads based on the specified criteria you define in the initial set up of the account. The resulting targeted lists of qualified candidates help your sales people shortcut the selling cycle and spend more time closing deals. Secure Lead is an affiliate of NSRC, research specialists since 1949.

THE PROCESS

Following a conversation about your ideal sales target, Secure Lead will take the following steps:

- Create a customized calling list based on geography and types of businesses you target in your selling markets
- Design a personalized call script to record the details of each contact made
- Communicate any project-specific details with our outbound call specialists
- Speak with each company on the call list

The final product is a report delivered to your e-mail inbox containing the names of qualified leads.

ATTENTION TO DETAIL

Attention to detail is the benchmark of Secure Lead's process, every step of the way. We create a unique database for each project so that duplicate numbers are eliminated. We won't waste time calling the same company twice or send you the same lead more than once. Ongoing project management includes monitoring our call specialists to ensure they're on task. Reports will detail not only companies who are qualified leads, but those who don't use a service or who primarily use in-house services.

GETTING STARTED

Secure Lead's services are cost-effectively priced. An affordable set-up fee includes all costs to get your project started, including pre-project consultation, customizing the calling script and learning about your ideal target. Calling hours are sold in blocks of 10 hours and Secure Lead highly recommends an initial four blocks minimum (40 hours) to maximize the qualified lead generation process.

To learn more about how Secure Lead can help jump start your sales process or to request a quote for services, contact **Hank Cigolle at 216.823.2230 | 877.51SECUR (877.517.3287)**

For more information visit us at www.securelead.net