

# Lead

## Driver



**Multi-touch Sales &  
Marketing Campaigns**

# Lead Driver



EVERY DAY TECHNOLOGY IS EVOLVING, MEDICINE IS ADVANCING AND SOMEONE SOMEWHERE IS TRYING TO IMPROVE THE QUALITY OF OUR LIVES. WE LEARN FROM OUR MISTAKES; WE LEARN FROM OUR SUCCESS; WE TEAM TOGETHER TO BECOME STRONGER. HEY, PROGRESS HAPPENS!

OVER THE YEARS, SALES TECHNIQUES HAVE ALSO BEEN REFINED, NEW MEDIA CHANNELS HAVE OPENED AND THE OUTSOURCING EVOLUTION BEGAN. COMPANIES HAVE RECOGNIZED THE VALUE IN HIRING OUTSIDE PROFESSIONALS THAT REQUIRE MINIMAL TRAINING, ARE HIGHLY SKILLED AND WHO WILL NOT GREATLY INCREASE EXPENDITURES.

Progress has now taken us one step further by combining the award winning creative team at 451 Marketing with the proven revenue generating prospectors of TSL. This partnership has been formed to bring our clients all of the benefits of a fully staffed internal marketing and sales department at a fraction of the associated in-house costs. With our Lead Driver Program, our strategists have devised quarterly campaigns that will (1) create awareness of products, technologies or services, (2) prove your value and, ultimately (3) generate more business through producing higher contact-to-lead conversion.

Our qualified teams only focus on B-to-B lead generation and the complex sale. Focusing on solutions for technology companies, we have knowledge and success in your sector. This Lead Driver Program is an evolution in outsourcing. Companies now have the ability to generate tremendous revenue potential without the overhead!

## Strategy

By creating “Multi-touch” marketing campaigns we can create more awareness of value before and after making contact with your prospects. Suddenly things like “cold” calls become “warm” calls! Our programs combine the power of targeted advertising and marketing with highly skilled lead generators. When executed under strategic guidance – while following predetermined time guidelines – your product will become the only choice when your customers need to buy. It’s that simple!

## How it Works

What is the secret? How do we create more leads? It’s simple. We will use the right message to reach the right audience at the right time, showing them a product or service that fulfills their specific need. Our creative staff will work closely with our prospectors (and you!) to develop a sound strategy to best approach your target audience. Through myriad resources such as direct mail, email blasts, prospecting, follow-up prospecting, and other tested techniques we can show you a much higher ROI than when trying these services on their own.

## What do We Expect From You?

Well, prior to the start of our lead driving campaign we expect training on your solutions. We are going to want to know what differentiates you from the competition, your ideal customer profile and your key selling points. We will also need things such as any PDF’s and/or files on your solutions and services that our prospectors can provide via email to your prospects.

Most importantly though, we will need approved times for us to schedule meetings between you and your potential customers!

## Lead Driver Programs

### Package #1 “Lead Driver - SCOUT”

- 240 Companies prospected into! Each company is called into at least 10 times.
- A coordinated email & direct marketing campaign
- A guaranteed 6% lead rate!

#### Deliverables for the Lead Driver – SCOUT program are as follows:

- Direct Marketing Concept Creation Guide
- Message and Call Guide Approval
- Email Design and HTML Buildout for 2 Emails for Broadcast
- Design, Printing and Fulfillment for 1 Direct Mail Postcard Piece to be sent to Prospects
- Outbound Calling—Each Identified Lead Includes the Following:
  - A detailed summary of the target company’s initiative and buying need
  - A summary of the compelling reason the target company has for looking for a solution
  - A key issue summary which details the issues the target company will have when they evaluate solutions
  - A summary of the decision making process
  - A timeframe for when the target company suspects it will make a decision, and when they will implement
  - Information on whether the target company has a budget in place

Again, with this program we guarantee a 6% lead rate (that’s at least 18 leads)

**Additionally:** You will receive the updated prospect list that includes all lead and non-lead data that can be used for future marketing efforts.

**Program Cost: \$22,500\***

### Package #2 “Lead Driver - ARROW”

- 550 Companies prospected into! Each company is called into 2-3 times.
- A coordinated email & direct marketing campaign.
- 12-20 Anticipated opportunities.

#### Deliverables for the Lead Driver – ARROW program are as follows:

- Direct Marketing Concept Creation Guide.
- Message and Call Guide Approval
- Email Design and HTML Buildout for 3 Emails for Broadcast.
- Design, Printing and Fulfillment for 1 Direct Mail Postcard Piece to be sent to Prospects
- Outbound Calling—Each Identified Lead Includes the Following:
  - A detailed summary of the target company’s initiative and buying need
  - A summary of the compelling reason the target company has for looking for a solution
  - A key issue summary which details the issues the target company will have when they evaluate solutions
  - A summary of the decision making process
  - A timeframe for when the target company suspects it will make a decision, and when they will implement
  - Information on whether the target company has a budget in place

With this program we anticipate between 12-20 leads.

**Additionally:** You will receive the updated prospect list that includes all lead and non-lead data that can be used for future marketing efforts.

**Program Cost: \$25,000\***

**Customizable packages are also available.**



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