



NEED BETTER SALES LEADS?

Leads To Sales has delivered new customers for our clients for a long time. While the phone is a key component of our approach, we're not a typical telemarketing company. LTS combines years of direct marketing expertise with a team of outstanding business development experts to find qualified sales opportunities. We become an extension of your sales and marketing team and a true partner in growing your business.

LEAD GENERATION

You know the story, sales doesn't follow up on leads, and marketing doesn't generate good leads, right? But we all agree leads are important...

Leads To Sales has developed a proven approach to integrated lead generation that delivers new customers for our clients. Our typical program involves making initial outbound calls to targeted lists*, with the goal of identifying qualified leads. Your sales force receives sales-ready leads, and we send a personalized email to prospects who are interested, but not ready for sales contact. In doing so, you build a qualified database of contact names and permission-based emails that becomes the foundation of your lead generation success. Next, we'll monitor email opens and website activity and follow up with interested prospects to answer their questions. As a result, you'll receive more sales-ready leads.

As your database grows, we'll stay in touch with each prospect to keep your company top-of-mind. Using a combination of email, voice mail, phone conversations or direct mail, each "touch" is managed by our marketing automation platform, so you can continue to identify the prospects with the greatest potential.

So that's what integrated lead generation means – using the phone, email, and even direct mail or social media to develop a prospect universe, and stay in touch with them. With a disciplined commitment to this process, you'll create a pipeline of qualified leads and measurable incremental revenue.

*LTS builds databases and will clean up your existing list as part of our lead generation approach.

LEAD QUALIFICATION

The only difference here is semantics. If you have inquiries from a tradeshow, webinar, direct marketing campaign, etc., you still need to sift through them and prioritize the leads with the most potential. LTS applies the same proven approach when working with existing inquiries.

HOW IT WORKS

Every lead generation or lead management challenge is unique. LTS provides a complete closed-loop solution for some clients, and only certain service elements for others. If you need someone to make the calls, but you'll manage the email channel – no problem. Want us to take care of it all? Ditto. We'll take the time to understand your situation upfront, and respond with solution based specifically on your needs. LTS provides a combination of services and consultation to meet any B2B sales and marketing challenge. Regardless of the specifics, all our clients benefit from a consistent flow of sales-ready opportunities, and typical ROI's in the 5X+ range.

GETTING STARTED

All it takes to get started is a phone call. Give us a call or drop us a note today – after an initial conference call, LTS will deliver a proposed solution. That's all it takes to get started converting more of your Leads To Sales.

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