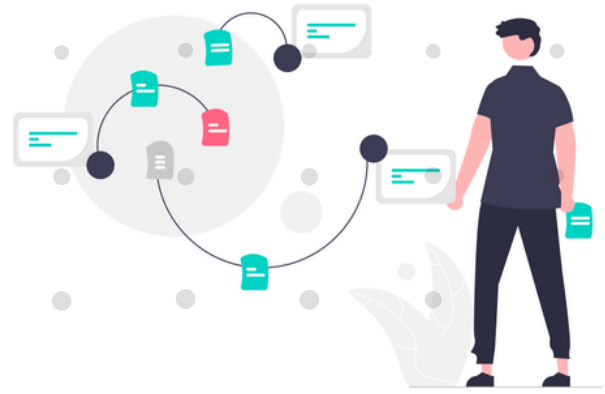




Qualified Leads  
Exceptional  
Thinking



## Your Lead Generation Proposal



### GETTING KICKED OFF

We will commence your campaign journey with a strategic kick-off meeting, where you will be introduced to our Head of Ops- Mitch Beard; this is where we gain comprehensive insights into your business, who your target market is, what a well qualified appointment looks like to you (BANT) and setting the stage for a successful campaign



### WEEKLY PROGRESS SESSIONS:

Efficiency at its core – engage in succinct 15-minute weekly check-ins on Teams or Zoom. Receive detailed KPIs and Friday spreadsheets, offering a comprehensive overview of your campaign's progress.



### LINKEDIN STRATEGY

Incorporate a secure and GDPR-compliant LinkedIn engagement approach. Seamlessly connect with target contacts, leveraging both new and existing connections. We present you with a target list of prospects, based on the criteria you set out in the kick-off meeting, creating tailored connection and follow up messages - designed to warm them up.



### TELEMARKETING EXCELLENCE

Experience a bespoke telemarketing strategy – from LinkedIn-warmed contacts to meticulously scheduled appointments. Our seasoned telemarketing team employs a targeted approach, ensuring each call aligns with the pre-established BANT criteria set during the kick-off meeting.



## KEY RESULTS

Generate a robust prospect pipeline from the end of your first month and start turning these meetings into sales, at least 47% of the time, like the rest of our clients, we will hit our meetings targets, will you hit your sales targets??



## EFFICIENT REARRANGEMENT PROCESS:

Appointments occasionally need to reschedule, or may even not turn up straight away, all we ask is that if a prospect fails to attend, that you call them on their mobile that we have provided, often something has cropped up and they are running late. If they still don't show our team swiftly attempts to book them back into the diary - all we ask is that you let us know of any no-shows within 3 business days,



## STREAMLINED INVOICING PROCESS:

Your first invoice aligns with the kick-off meeting, with subsequent invoices issued monthly in advance. Payments are due within 14 days, ensuring a seamless financial partnership. If you do agree go ahead with the campaign and for any reason change your mind in the first month, we request you pay 50% of the first invoice value.

## FLEXIBLE CONTRACTUAL ARRANGEMENTS:

Commit to a minimum of six months for optimal campaign results. If circumstances dictate, a one-month notice period facilitates a smooth conclusion to our collaborative efforts.