

# The Lead Generator Your Key to Success



[www.LeadGenerator.com](http://www.LeadGenerator.com)

# Benefits of Offering the Lead Generator



- For your Members
  - Help increase their sales
  - Help reduce their costs
  - Help increase their profitability
- For your Chamber
  - Provide a value-added service
  - Earn additional income
  - Attract new members
- See: [www.youtube.com/user/LeadGenSolutions](http://www.youtube.com/user/LeadGenSolutions)

# Sales/Marketing Benefits



- Reduce cold calling
- Increase your close-rate
- Shorten your sell-cycle
- Reduce your sales expenses
- Build up a back-log of qualified prospects
- Improve the quality of incoming business
- Get past gatekeepers
- Penetrate new market segments inexpensively
- Communicate directly with decision makers
- Prospect more effectively
- Increase sales profitability
- Access a dynamic source of sales leads -- 24 hours a day

# Purchasing and Problem-Solving Benefits



- Reduce the cost of purchased goods and services
- Improve the vendor selection process
- Increase vendor quality and responsiveness
- Improve specification compliance
- Save time finding qualified vendors
- Identify strategic partners
- Locate creative solutions to problems
- Attract resources
- Recruit qualified personnel
- Negotiate purchasing requirements
- Implement fair procurement rules
- Issue RFQs
- And it puts you in a position to help your company increase its sales.

# Program Highlights



- Promote it to members
- Earn commissions and residuals

# How to Get Started



- Get to know the Lead Generator
  - Video/Presentation
  - Visit the site
- Determine:
  - Do you want to help your members grow?
  - Do you want to help your organization grow?
- Sign the Agency Agreement

# Promoting the Lead Generator



- Introduce the Lead Generator to your members:
  - Networking meetings
  - Member communications
- Support the growth of the database
  - Submit success stories

# Commission Plan



- 25% commission on a \$24.95/month/company subscription fee
  - Online sales reporting
  - No cap
- Minimum one year residual



Questions?

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