



Are you looking for solutions... or results?

When it comes to choosing a marketing partner, there are hundreds of solutions available. But if you're like most decision makers, you don't want solutions, you want results.

What's the difference? Simple: Do you want clicks, exposures, views, email addresses, dials, content, rankings, leads, postings and visits? Or do you want sales?

In other words, do you want activity, or do you want revenue, margin and market share? At LeadGen.com, we deliver results, like these:

- A regional tech company had implemented an elaborate social media/email marketing program to complement their extensive networking and trade show activities. Despite meeting all of their marketing KPIs, however, their conversion rates were far below expectations. And their installation department was rapidly running out of work. So they called LeadGen.com for help. Quickly recognizing that their promotional initiatives were actually failing to reach their intended audience, we implemented a professional B2B telemarketing strategy that enabled them to find and close **enough new business to exceed 100% of their revenue objectives for the next two years.**
- A division of a Fortune 500 company had recruited almost a hundred channel partners to bring in new sales based on their incumbency in their geographic markets. But when the partners were asked to go after *new* customers, they balked because they didn't want to leave their comfort zone. Only after LeadGen.com was brought in to qualify new sales opportunities, and set appointments for the partners' sales reps, were they motivated to go after the business – **reaching over 100% of their revenue objectives in less than a year.**
- A mid-sized financial services company sent its producers to attend a popular sales training program in order to increase their close rates and shorten their sell-cycles. But when the close rates went *down* after the training (instead of up), and the sell-cycles got *longer* (instead of shorter), they contacted LeadGen.com for help. It turned out that the new sales technique was alienating their prospects; a problem that was solved with remedial training and field coaching that ultimately led to the company **going from less than 4% market share to more than 15% market share in less than two years.**
- A Fortune 500 client had implemented an elaborate Contact Management System that was designed to give them a better handle on their sales funnel. But the system quickly became clogged up with bad data. Leads were getting lost. And there was no accountability for their multi-million dollar marketing program. LeadGen.com however, cleaned up the system by calling all of their prospects and re-generating the leads, resulting in adding **more than 6% to their sales in the first year on a base of over \$500M.**
- A PR firm had some notable successes under their belt. But their own PR was unable to get to the attention of their target prospects: consumer products CEOs. Combining market research, direct mail and telephone follow-up, LeadGen.com was able to get them in front of several dozen interested new Fortune 500 prospects, and **filled their book of business for a year.**
- A manufacturer of an innovative HVAC system was having trouble breaking into the healthcare market because of entrenched competition, despite dominating the trade show circuit. To

close the gap, we went around their competition and approached the architects and engineers who were designing the systems. As a result, we helped them get **spec'ed in at over 150 new projects in just the first year**, and effectively locking out their competition.

- A Fortune 100 manufacturer of fiber optic cable had saturated their market, and was facing a declining revenue stream. Using an innovative data mining technique, though, we were able to identify several major new market opportunities that ultimately **delivered over a billion dollars in new sales**, and created several new markets in the process.
- A metals manufacturer had a small slice of their addressable market, a slice that was getting smaller due to the unethical practices of a competitor. We engineered a turnaround for them, though, by guiding them successfully through a price war, and building a new sales team that **delivered the #2 market share in the business**, while simultaneously increasing their profitability.
- A tech company that makes electronic equipment for police cruisers was losing market share to competitors with inferior products. With a small market research effort, however, we were able to identify a gap in their customer support strategy, and **turned around all their losses within less than two months**.
- A Chamber of Commerce was losing members to both online and offline networking groups. So they asked LeadGen.com to build a customized networking site that enabled them to **add over 100 net new members in just the first month** online, and stop the bleeding.
- A manufacturer of an innovative industrial fan just couldn't get traction for their product. It saved energy, but no one wanted to be the first to try it. We helped them model the customer economics, and used professional B2B telemarketing to help them close their first batch of sales. And then we kept finding them customers until **they became the leading brand in their market**.
- And the inventor of an innovative new IP-based surveillance system was in danger of failing at the starting gate. We showed him where to find new business, and **brought them their first \$6M in new sales**.

As you can see, at LeadGen.com, we focus on results, not solutions. So if that's what you're looking for, call us at 856-638-0399, or email us at Sales@LeadGen.com. We can deliver.