The Lead Generator (which can be found at www.LeadGenerator.com) is a unique online solution that is designed to provide users with an unlimited source of highly qualified sales leads. Given that qualified sales leads are the lifeblood of any business, the Lead Generator can be an extremely valuable tool.

The Lead Generator is free to use without support, while a Support Account is only $49.95/month.

Because of the unique way in which it works, the Lead Generator can actually solve multiple problems. For example, in addition to providing qualified sales leads, it can also enable users (both business users and consumers) to find multiple vendors who will compete for their business on the basis of price, service and quality. It can help someone find a job, or an employee. You can use it to issue RFPs. You can use it to expand your network, and much, much more.

But the chief application of the Lead Generator is to help businesses (i.e. their Marketing and Sales Departments) produce sales faster, and with less cost, time, effort and risk than with virtually any other method.

Goals of
the Lead Generator

- Increase your sales
- Reduce your costs
- Increase your profitability
- Also:
  – Help you find a new job
  – Improve your efficiency
  – Find strategic resources & partners
  – Increase your ROI
  – And more!

Because of its unique ability to provide highly qualified sales leads at a low cost, as well as provide you with a procurement portal, the Lead Generator can help you:

- Increase your sales,

- Reduce your costs

- And therefore increase your profitability

Simultaneously!

The way the Lead Generator works is that it recognizes, and takes advantage of the fact, that every business is both a buyer and a seller at the same time. That is, every company wants to *sell* its products and services, but it also *buys* a lot of things, as well.

We'll talk more about what this means in a moment, particularly in terms of the concept of "leveraging your buying power." But, for now, let's consider what users want when they are looking at the "sell side" of their organization – i.e. what their sales and marketing people are looking for.

In short, what most business want are what we refer to as a "qualified sales lead," which is a piece of information that:

1. There is a decision maker

2. He (or she) needs your products or services, and that

3. He (or she) wants to talk with you about how you can help.

That's what the Lead Generator provides - qualified leads, which are leads that are worth working on because they have a high probability of closing successfully

On the "Buy" Side

- Find qualified vendors
  - Multiple suppliers
  - Who have viable solutions
  - Who will compete for your business on the basis of price, service and quality

On the "sell side," that is, for Purchasing Managers, specifiers and operations personnel, what most people want is access to multiple vendors who will compete for their business on the basis of price, service and quality. In this way they can minimize costs and risk, while improving their own service and quality.

Again, that's exactly what the Lead Generator provides - a way for companies to reduce costs, right form the convenience of their PCs.

Every Company Is Both a Buyer and a Seller at the Same Time
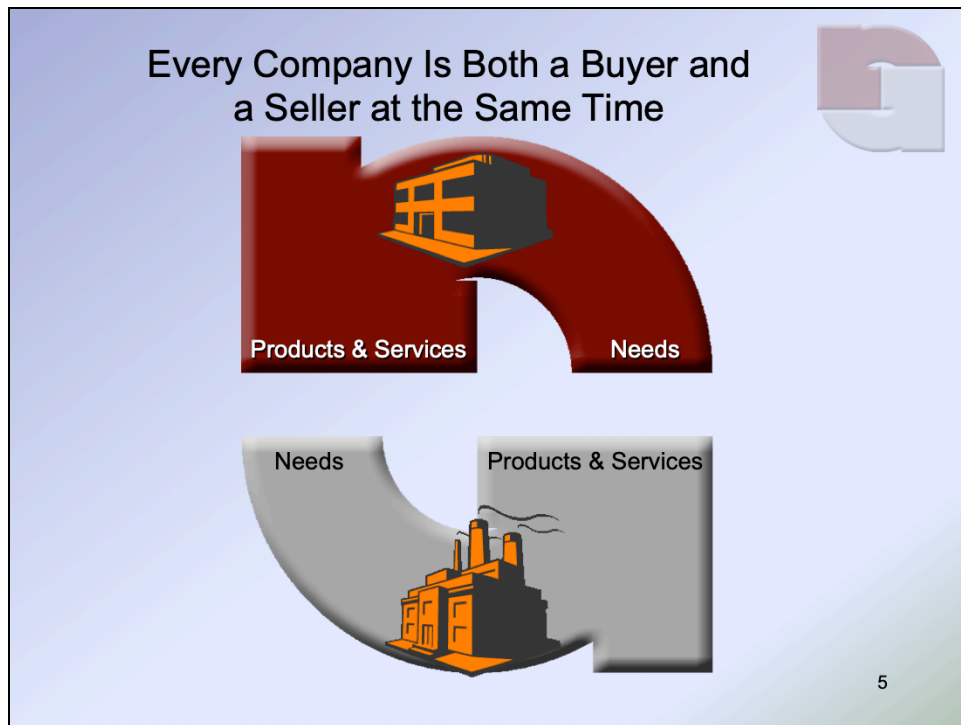
OK, so let's get back to how the Lead Generator works. How does it provide this perfect combination of higher sales and lower costs?

In short, the Lead Generator recognizes (and takes advantage of the fact) that every company is both a buyer and a seller at the same time. That is, every company wants to sell its products or services. But every company also buys a lot of things, including raw materials, utilities, professional services, labor, supplies, and more. What the Lead Generator does is let you leverage the fact that you, as a business, have "needs," in order to let you find out who needs your company's products or services.

Now, if you think about it, it's clear that the fact that you need to buy something usually doesn't do you a whole lot of good, especially when you want to sell your products. Most companies can't survive on barter.

But it turns out that information about your needs is VERY valuable to the companies that want to sell you those solutions, just as information about their needs (if they are for your products or services,) would be very valuable to you, assuming they need your product.

What the Lead Generator does is give you access to OTHER users' needs - *if you'll agree to post YOUR company's needs.* And "hopefully," in the database will be needs for your products and services.

That is, "if you show me yours, I'll show you mine."

Everyone Has Needs

- Profitable companies buy almost as much as they sell
- *Un*-profitable companies buy even more than they sell!

The question, of course, often comes up as to whether a given company actually has needs that might be interesting to other companies.

The answer is that *every company has needs*. Every company buys things - lots of them - whether it's utilities, insurance, labor, computers, or rent.

In fact, companies that are profitable actually buy almost as much as they sell.

And - not ironically at all - companies that are un-profitable actually buy even more than they sell!

Everyone Has Needs

- Profitable companies buy almost as much as they sell
- *Un*-profitable companies buy even more than they sell!
- Consumers have needs
- And they "sell" their labor

By the way, consumers - by definition - have lots of needs (needs which they could leverage in the Lead Generator, of course.) And they sell their labor, too.

Even government agencies and non-profits have needs.
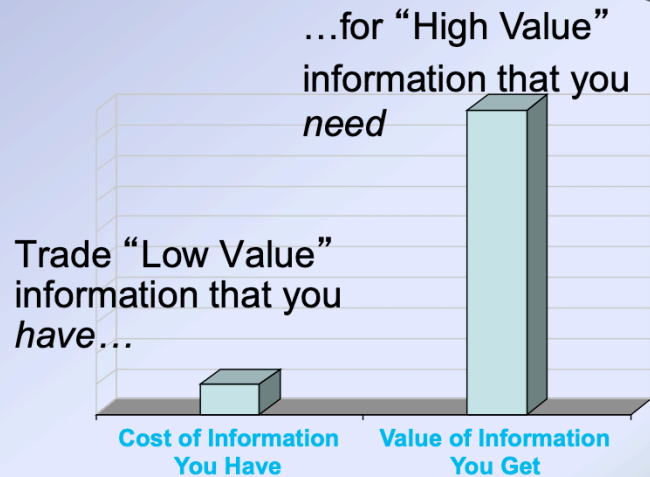
The Basic Concept

- Leverage what you *know*
  - What you do
  - What you buy
  - Who you know
- To get what you *need*
  - Qualified leads
  - New business
  - Lower costs

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Anyway, what the Lead Generator does is let you leverage the fact that you have needs (and that you've posted them to the data base,) in order to motivate other users to post their needs - which, hopefully, include needs for your products and services.

By the way, "hopefully" isn't all that much of a stretch. We've found, for example, that in a pool of as few as 80 companies in a local area, more than 90% of the users will find qualified leads in the system worth far more than the subscription price.

The Economics

…for "High Value" information that you *need*

Trade "Low Value" information that you *have*…

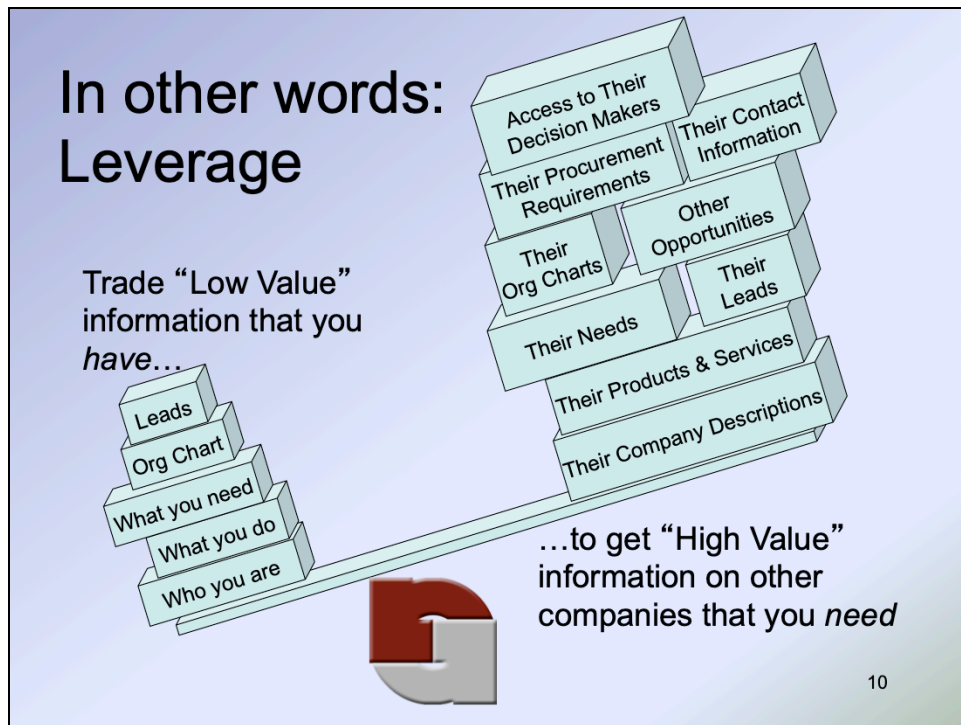Cost of Information You Have   Value of Information You Get

Another way to look at how the Lead Generator works is that it lets you get access to very high value information (e.g. who your prospects are, as well as their contact information) that would otherwise be prohibitively expensive, for a VERY low cost (i.e. the cost of putting your own information in.)

In other words, what the Lead Generator does is it gives you access to high-value information that you want (e.g. other people's needs,) if you post low-cost information that you have (I.e. your needs.)

If you think about it for a moment: What would it cost you to do market research to find out who needed your products or services? Tens of thousands of dollars typically. But on the Lead Generator, such information is virtually free!

In other words: Leverage

Trade "Low Value" information that you *have*…

Leads
Org Chart
What you need
What you do
Who you are

Access to Their Decision Makers
Their Contact Information
Their Procurement Requirements
Other Opportunities
Their Org Charts
Their Leads
Their Needs
Their Products & Services
Their Company Descriptions

…to get "High Value" information on other companies that you *need*

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Another way to look at it is like a scale: You put in a little bit of information about yourself, and you get out a LOT of information about other companies – including your prospects.

How It Works
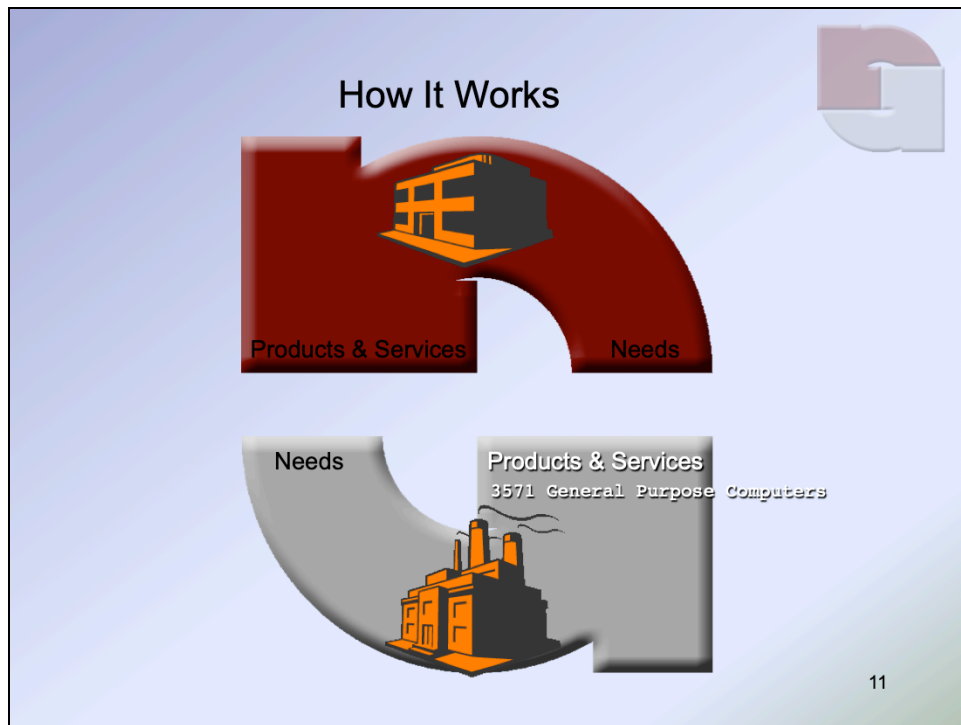
Let's talk for a minute about how the system works at a detailed level; because one of the things people often ask about is how we can efficiently capture information about needs, and how can you efficiently search for leads.

While there are a number of tools on the Lead Generator that you can use to find sales leads, lets talk about a basic one: using SIC Codes and NAICS Codes. These are government codes that represent EVERY kind of product or service in the market; and we have over 20,000 different codes that you can use.
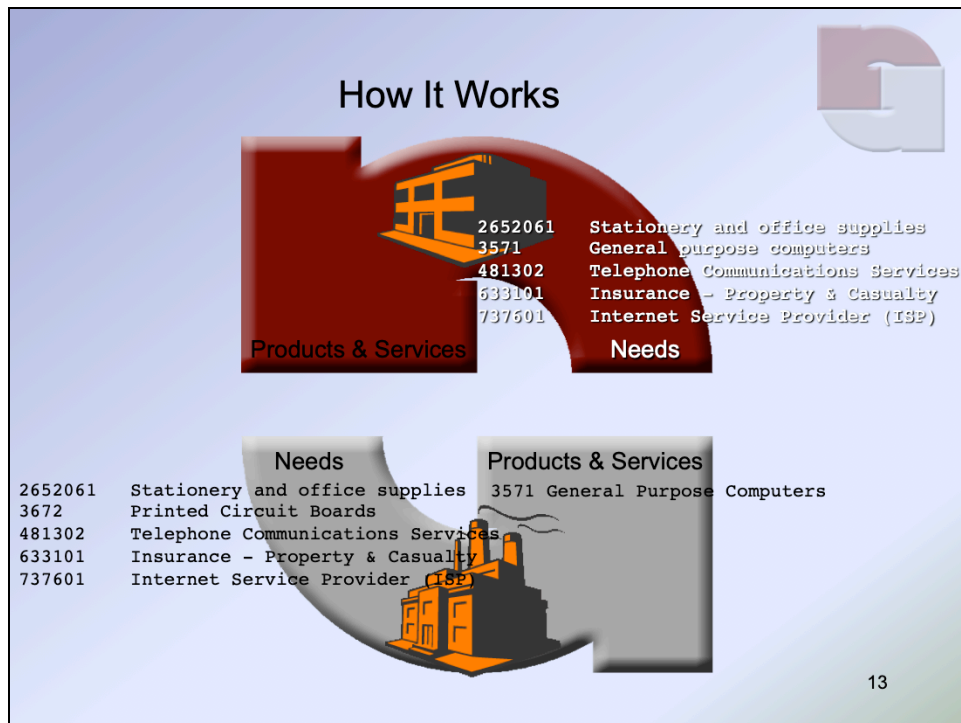
So let's look at an example:

As you can see, on the bottom is a company that makes General Purpose Computers. So they posted, as one of their Products and Services, that they make and sell 3571 – General Purpose Computers.
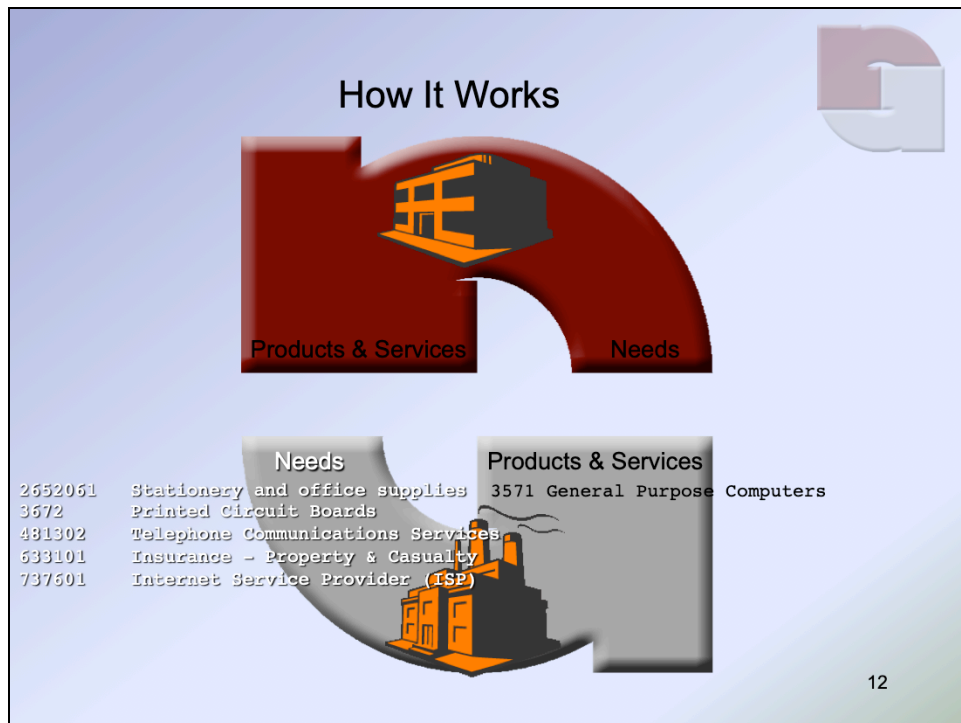
As you can see, they also buy (and have posted it to the database), by the way, office supplies, printed circuit boards, telephone service, insurance, and many other things that they had on their general ledger.

Listing the items on your general ledger is an easy way to find your company's Needs, just like listing the things from your line card is an easy way to populate your Products and Services.

In any event, this computer company, as you can see, buys a bunch of things, as well as sells computers.

How It Works

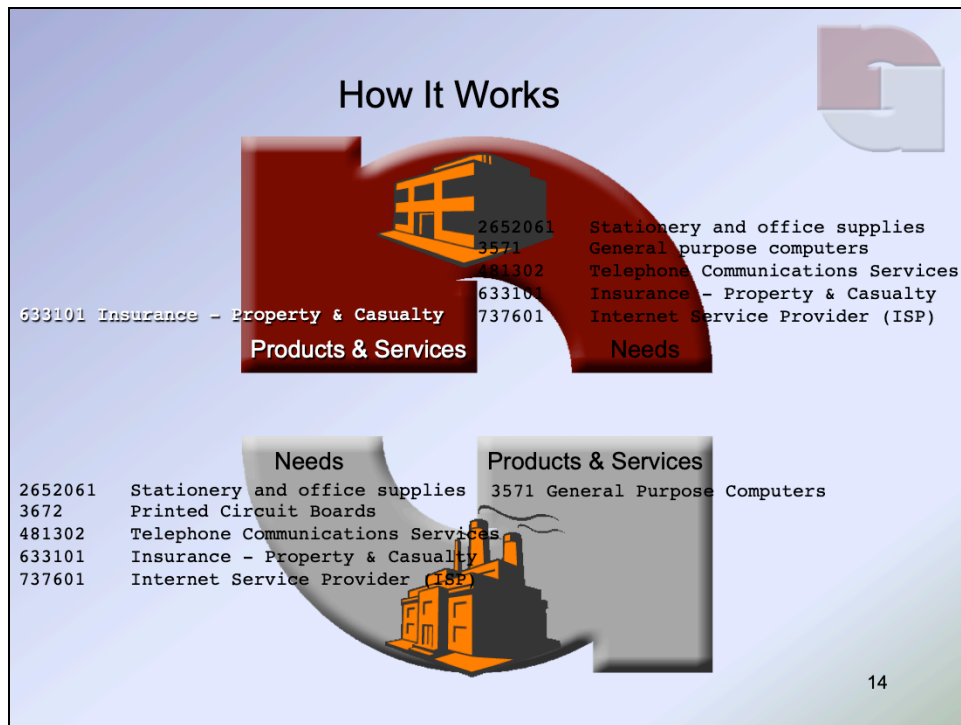|	Needs		Products & Services
2652061	Stationery and office supplies	3571	General Purpose Computers
3672	Printed Circuit Boards		
481302	Telephone Communications Services		
633101	Insurance – Property & Casualty		
737601	Internet Service Provider (ISP)		

On the top, you can see another company. And in their case, they posted their Needs, such as stationery and telephone service. And, as you can see, they also have a need for General Purpose Computers.

It shouldn't be too hard to imagine, now, that a salesperson for the computer company on the bottom would be pretty excited to know that the company on the top needs computers, right? Especially if it was listed as a "current" need.

To him, that's a qualified lead. And all he had to do on the Lead Generator to find it is a simple search.

Assuming that both companies are in the system. That's about as efficient a way to find new business as one can imagine.

But just to wrap up the example, note that the company on the top happens to be an insurance company, as shown by the Products & Services that they posted.

Perhaps not surprisingly, insurance is something that the computer company on the bottom actually needs.

So just as the insurance company is a good lead for the computer salesperson, the computer company turns out to be a good lead for the insurance company's sales rep.

Obviously, this is a simple example involving just two companies. But as you can guess, the more companies there are, the more leads there are - and the more chances there are for anyone to find lots of leads just like this.

Interactive exercise: We can speculate or calculate how many companies need to be in the system in order for everyone to make money. But we can actually do an exercise right here in the room. Let's quickly go around the room, and tell me two things: 1) What do you make and/or sell? And 2) what do you need to buy. And let's see how many people we have to go through before someone gets a lead.

How It Works:
the Short Version

You post *your* information
in order to get access to
other users' information

As I indicated, there's a lot more that the Lead Generator can do. But the high level view is that what it does is let you leverage what you know (e.g. about your company,) in order to get that same information about other companies.

You have to give, to get. But what you get is extremely valuable.

Other Data Elements

- Company Description
- Products & Services
- Needs / Purchasing Requirements
- Leads
- Organization Chart
  - Ability to contact
- Ads
- Blog
- Contact lists

The Lead Generator, by the way, has more than just Products and Services and Needs. Here are some of the other types of data you can put in, and that you can therefore get access to.

Ask yourself, what would it mean to you to have access to the Organization Chart of your key prospects? Would you be willing to put yours online in order to get it?

What would it mean for you to know that people were actually reading your blog - in essence, your company's PR?

That's something else the Lead Generator has.

Another thing we can talk about is your contact list. How hard is it to acquire new, good email addresses? Would you be willing to contribute your email address list in order to get access to other peoples' email address lists?

Would you be willing to contribute your contact list in order to grow the data base, and motivate other people to contribute their contact lists in order to grow the data base?

Tools

- Search
- Messaging System
- Contact Management System
- Match Maker
- Chat
- Support Forum
- Help Desk
- And more

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The Lead Generator also includes these tools to help you find new business, as well as use the system more effectively. For example:

- It has a messaging system so that you won't get bombarded with spam, but you can still contact decision makers directly.

-It has an on-board contact management system so you can keep track of your contacts.

-We can even provide you with a MatchMaker support, where the I can find leads for you.

It has chat, full support, and much more – because we want you to succeed.

Sales Benefits

- Eliminate 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
- And access a dynamic source of sales leads -- 24 hours a day

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This slide lists just a few of the benefits - and only on the sales side of things - that the Lead Generator provides.

The most important, of course, is access to an unlimited source of qualified sales leads - for a fraction of the cost of traditional solutions.

For example, using telemarketing, direct mail, SMM or a trade show, a typical sales lead might cost $200 - $300. But with the Lead Generator, it's free.

And these aren't names on a mailing list. These are people who NEED your products & services, and who want to talk with you about how you can help.

What more could you want?

Purchasing and Operating 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
- Find profitable new product lines
- 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.

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The Lead Generator also helps you on the "buy side" of your business, enabling you to reduce costs, solicit RFPs, find qualified employees, and more.

And if you think about it, you can see that the Lead Generator actually puts the Purchasing Manager on the sales team – helping the company increase its revenues merely by doing its job in the site.

In fact, many companies find that the procurement applications alone justify the system.

The Lead Generator

- Increase your sales
- Reduce your costs
- Maximize your profitability

In short, though, the Lead Generator is the single solution to all your needs. It can enable you to increase your sales, and reduce your costs - simultaneously - leading to maximizing your profits.

And it does so for a fraction of the cost of anything else on the market.