

The Anatomy of a Lead Generation Firm

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Debunk the Myths and Misnomers of Lead Generation Firms

Have you ever looked into hiring a lead generation firm? Do you think that they are a gimmick or that they do not provide quality leads? To debunk the myths and misnomers of lead generation firms, here is the anatomy of how our firm generates leads for you.

1. A calling guide is developed. This is not a script, but it is a document that provides your calling team with information about your company, product, and/or service. It is what it says it is – a “guide”.

2. You define who your prospects are, and if you are not able to do so, we will help you zero in on who to target. A list will be derived from this, either provided by you or purchased by us.

3. Informational literature is sent to us, so we have the information that may be requested or used for training purposes.

4. Training your appointment setting team members. They will learn your lingo, about your products/services, and any information that may be asked about your company. The team members will sound like a seamless extension of your sales team.

5. Through a prelaunch conference call - team members are introduced to each other, and availability for appointments is established. Different team members have different availability.

6. Email addresses are established to continue with the seamless extension. This may be needed in case the prospect requests more information from your company. This is optional, not required, but suggested.

7. With the parameters in place for the calling, the calling begins. Our team members all reside in the United States and are able to converse with the prospects on a professional level. They

are professional conversationalists who are able to gather information from the calls and develop relationships with the prospects and the gate keepers.

8. When an appointment is set, you will be notified by either or both an email and call that you have an appointment. Our members make appointments with prospects that have a genuine interest in what you are offering – so that each appointment that you receive from us is of the highest quality. They do not get paid by appointment because that causes padding of bad appointments – which will waste your time and discredit the standards that we set in place to provide that highest caliber leads to our clients.

9. Depending upon your agreement, you will receive insight about the prospect. (News, background information, competitors....) The tools that will help you when you meet with the prospect.

10. After the appointment setting begins, there is a 10 day review. During this review we are able to reevaluate the program and provide feedback to each other. If there is a common flag that arises during the calls, we can discuss this at this time, and how to respond to the flag if it arises again. During the life of the project, there will be other reviews to provide feedback on both sides.

11. We ask for feedback on the set appointments. We want to know how we did; what the quality of the appointment was; what we can do to make it better....

12. Every month you receive a monthly “four pack”. This “four pack” is a report that consists of the status and disposition of all prospects on the list that we are working from.

We do not take shortcuts, whether this is a full blown project or just a trial, we pride ourselves on detail and quality.

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About Brian Campagna: Brian Campagna is the CEO of EAS LeadGen. A leader in the sales support and lead generation field. Prior to founding LeadGen, Brian was Vice President of Sales & Marketing at Kroll, Inc., where he defined, developed and implemented marketing strategies, management processes and sales support tools across Kroll's 3,900-employee organization. Prior to joining Kroll, Brian worked as the Executive Director of Assurance and Tax Business Development at KPMG LLP. His core responsibilities included the development and implementation of revenue-generating marketing and sales plans. Brian earned his Bachelor of Science from Purdue University and holds a Masters in Business Administration from Pace University.

