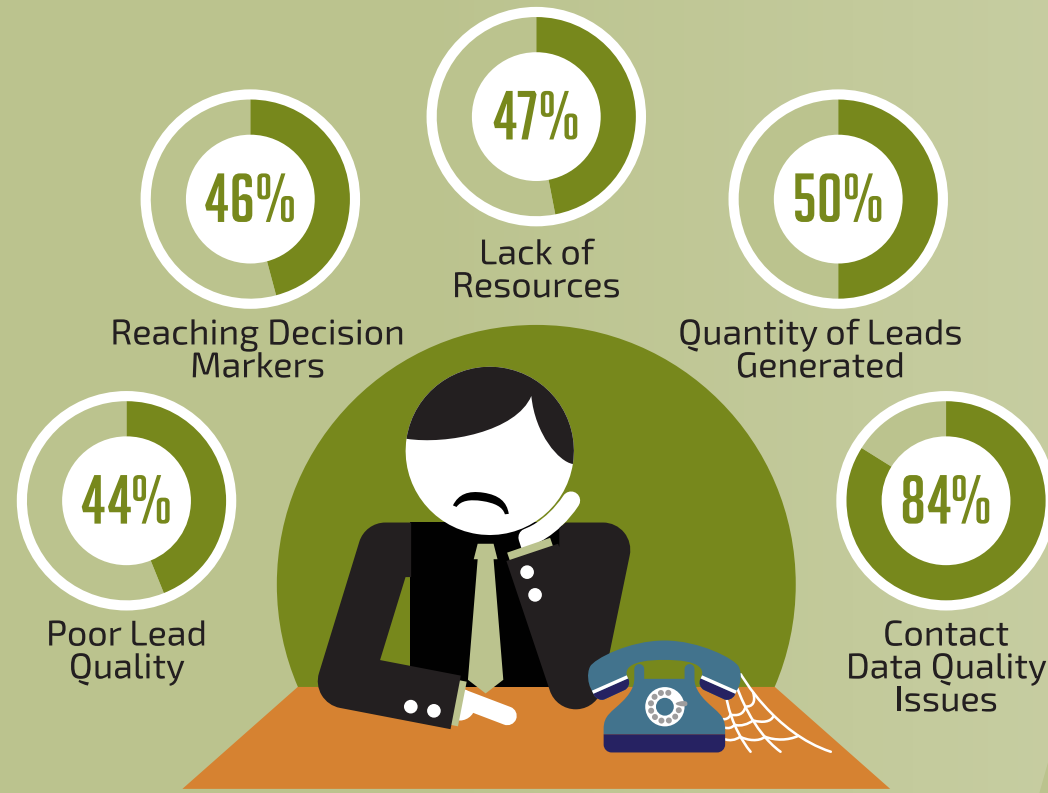




## LEAD GENERATION CHALLENGES

Lead generation is vital to gaining new business, yet it remains one of the largest challenges to a majority of organizations.

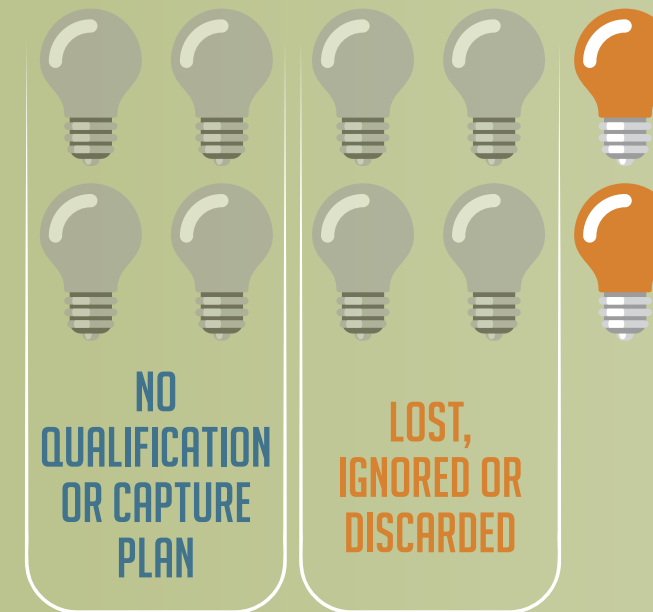
### Key issues include:



Once a lead is generated, it must be nurtured, qualified, and converted to new business.

**However...**

### 80% OF ALL LEADS:



### Do You Have a Plan?

Sales-Link specializes in process- and data-driven lead generation systems that engage the industry with your organization. We not only deliver laser-targeted leads that are motivated to do business with you, we get you the meeting.

Contact Data Quality Issues:  
**SOLVED**

What About My Contact Data?

### A Solid Foundation

Harness the power of Sales-Link's dynamic contact database!

- ✓ Data Cleanse & Integrate Mailing Lists
- ✓ Validate data every 30 days

### SALES-LINK'S WORLD-CLASS CONTACT DATABASE

- Updated Daily
- Fully Filterable
- Made for Targeting
- Custom Contact List
- Constantly Validated

It all Starts Here:

### DYNAMIC DATA INTEGRITY

Solid contact data is the backbone of any lead generation system.

A constantly changing industry requires a database that is constantly adapting.

## BUILDING CONNECTIONS

It takes timing, industry knowledge, targeted/timely writing, lead generation-specific systems, and follow-up processes to gain contact receptiveness and capture the lead.

- 1 UNDERSTAND**
  - Products & Services
  - Competition
  - Differentiating Facts
- 2 REFINE**
  - Core Message
  - Key Offerings
  - Desired Outcomes
- 3 COMMUNICATE**
  - Email Messaging
  - Compelling Content
  - Targeted Contacts
- 4 TRACK**
  - Emails/Day
  - Click-Throughs
  - Campaign Tracking
- 5 CAPTURE**
  - Qualification
  - Internal Alignment
  - Follow-Through

### A Proven System for Lead Generation

Sales-Link helps you capture qualified leads. We work with you and the lead to set up the meeting and bring your two organizations together. We know how to forge connections and nurture leads so none fall through the cracks

- Needs
- Strengths
- Opportunities

- Clarity
- Consistency
- Focus

- Awareness
- Interest
- Enquiries

- Engagement
- Actions
- Conversion

- Dialogue
- Meeting
- Lead Capture