

## The Sure Path To Higher Sales: Qualified Decision Makers

### Need Prospects To Become Customers? Problem Solved

You'll make your top performers even *more* productive when you consistently hand them highly qualified, sales-ready DecisionMaker leads that result in significant and measurable conversion rates.

Only DM2-DecisionMaker® devotes the level of attention required to understand your lead criteria and sales cycle to deliver leads with:

- Business needs pre-determined
- Project plans and purchase timeframe
- Budget and decision-making authority

### Better Business Intelligence = Better Results

It's a fact: as many as 50% of leads generated require additional nurturing. It's also a fact that top sales people want to spend their time selling, *not* nurturing.

That's why DM2 puts every contact through a rigorous lead qualification process. This results in added insight and actionable business intelligence about your customers' and prospects':

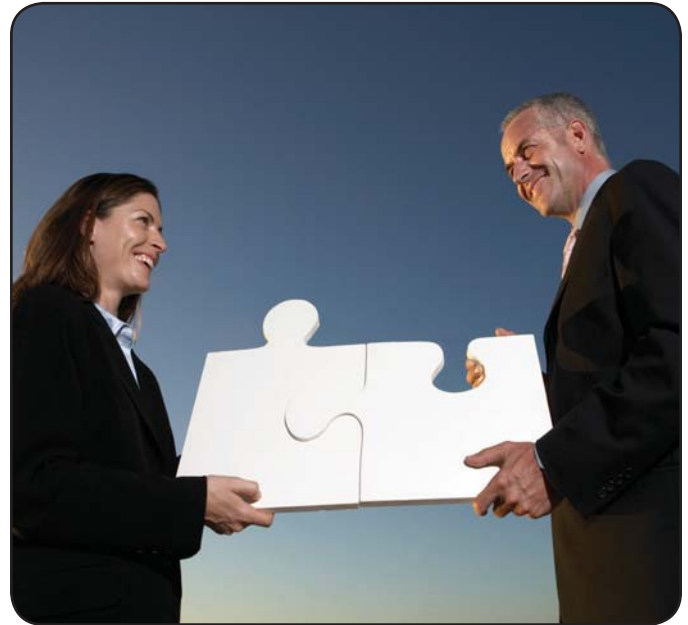
- Buying cycle and decision making criteria
- Vendor selection process
- Ongoing business needs

Plus, our simple pricing structure lets you know exactly what you're getting - and easily track your conversion costs.

*Scenario:* Company hosted a Webcast and needed leads qualified to discover those that should feed the sales pipeline and those that need more education and nurturing.

# of Leads:	100
Cost per Qualified Lead:	\$30
Program Cost:	\$3000
Typical Leads Qualified:	25
Average selling price of your product:	\$10,000
Estimated Close Rate:	15%
Revenue from Program:	\$37,500
Projected ROI:	1250%

*Actual close rate and ROI depend on the effectiveness of the sales team during follow up.*



### Build Customer Relationships With Your Best Prospects

Regardless of the marketing channels you use today to generate leads, DM2 will qualify leads from your:

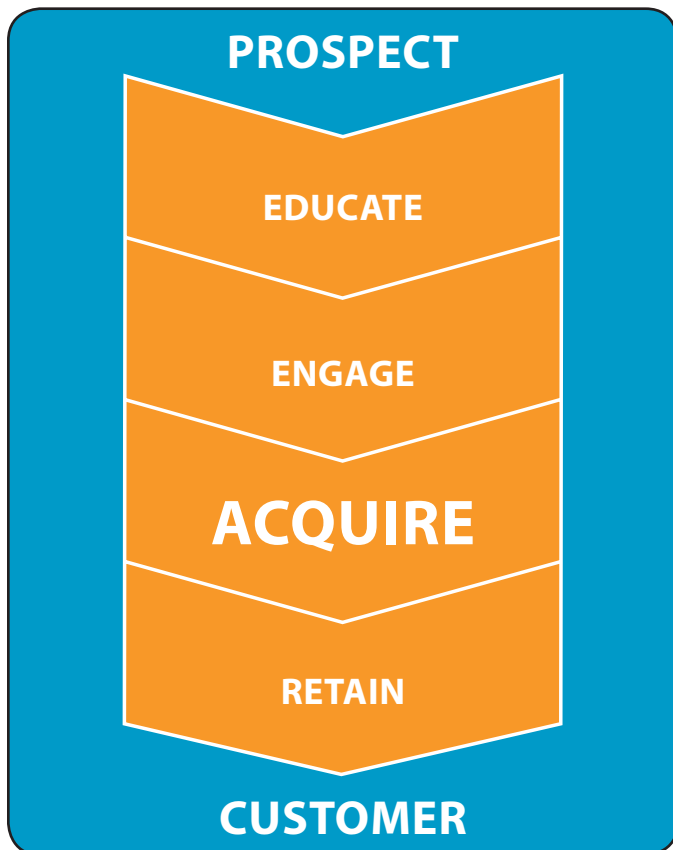
- Direct channels
- Online activities
- Face-to-face events

When your internal sales team doesn't have time to cold-call and qualify new leads put **DecisionMaker Lead Qualification** to work. This service from DM2 performs valuable, time-saving up front work including calling each lead, up to 3 times, and enables you to learn more about the contact, their company, and their fit for your organization as a truly qualified prospect. As a result, your sales people will spend their time with only the best, most sales-ready prospects.

### Accelerate Your Sales Cycle

Unlike lead programs that automatically send contact information based on a website visit or white paper download, DecisionMaker Lead Qualification applies a hands-on approach that does all the qualification work so you can focus on selling. Think of DM2 as an extension of your sales team that prevents “cherry picking” the leads, because they are all top quality. To assure your success, DM2:

- Calls and screens each contact to see if and when they will be in the market for your product service.
- Segments and ranks all leads based on your sales criteria.
- Delivers qualified leads to sales to close.



### Convert Prospects To Customers

As crucial as qualified leads are to you and your company’s success, DM2 wants to make sure you start with leads that are most likely to convert to customers during the acquisition phase of the relationship. At the same time, our lead development and qualification process will assist with cost control and enhance your sales effectiveness.

### Priceless Benefits

In addition to the increased productivity and success of your sales teams, the DecisionMaker Lead Qualification service goes the extra step of asking proprietary questions on your behalf to provide:

- Business and customer intelligence.
- More prospect opportunities within an account.
- Greater sales effectiveness with quality leads.

Even with sophisticated sales tracking processes or systems in place, if you don’t start with quality information, the process is worthless. DecisionMaker Lead Qualification is committed to delivering the highest quality leads so you can quickly generate new sales.

### Get Started

The sales success you need is within reach. Call DM2 today at 800.323.4958 to receive qualified, sales-ready leads that produce measurable, effective sales results.

### The DM2-DecisionMaker Advantage

DM2-DecisionMaker (DM2) is direct marketing to decision makers. We help companies improve their sales and marketing effectiveness by connecting them with pre-qualified leads, new prospects, and industry experts. Our results-driven services include multi-channel list rental, lead development, expert research panels, and custom marketing programs. DM2 maintains its headquarters in Oak Brook, Illinois and manages a rigorously updated database of more than 35 million postal and 6.1 million email addresses of sourced business professionals from 25+ industries.

### For More Information

Call: 800.323.4958

Visit: [www.dm2decisionmaker.com](http://www.dm2decisionmaker.com)

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