



DecisionMaker[®] Lead Qualification

You generate leads. Don't miss a great deal.

Channel Your Leads Effectively

Your lead management efforts are only effective if you start with qualified leads. Bridge the gap between marketing and sales and earn the trust of your top performers when you consistently deliver highly qualified leads.

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

Gain Business Intelligence

The information gathered during the lead qualification process adds valuable business intelligence regarding your customer' and prospects':

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

Since as many as 50% of leads generated require nurturing, it is essential to devote sales time and attention to only the most qualified prospects. Our simple pricing structure enables you to know exactly what you're getting - and easily track you conversion costs.

Scenario: Company returned from tradeshow 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:	\$40
Program Cost:	\$4000
Typical Leads Qualified:	25
Average selling price of your product:	\$10,000
Estimated Close Rate:	25%
Revenue from Program:	\$50,000
Projected ROI:	1250%

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



GENERATE LEADS

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

QUALIFY LEADS

- Segment and rank
- Screen and prioritize
- Gain business intelligence

CLOSE DEALS

- Only call hot leads
- Save time & effort
- Increase sales effectiveness

The DM2-DecisionMaker Advantage

DM2-DecisionMaker (DM2) is direct marketing to decision makers. We help companies enhance 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 generation and qualification, expert research panels, and custom marketing programs. DM2 maintains its headquarters in Oak Brook, Illinois and manages a quality database of more than 30 million postal and 5.3 million email addresses of sourced business professionals from 25+ industries.

For More Information

For more information, call +1.800.323.4958, visit dm2decisionmaker.com or email info@dm2decisionmaker.com.