



LAconnect

Many companies are facing cutbacks, yet need to maintain visibility of their products and services and need to keep a pool of leads in the pipeline.

LeadArchitects (LA) introduces...

LAconnect

A lower cost means of capitalizing on LA's expertise in prospecting space. Not the qualification prowess or robustness of LA's full service business development program, but a good way to keep it going until things turn around.

With LeadArchitects' full service offering, they systematically reach out to prospects, glean insights to help unearth pain points, and build rapport with prospects – all geared to setting highly qualified meetings.

By representing a variety of firms in several business segments, LA knows what works/ doesn't work for you when communicating with prospects. It is this insight and value that is carried into LAconnect.

LAconnect benefits:

1. Maintain/build awareness among targets;
2. Collect groups of "warmer" leads that can be pursued by internal sales teams;
3. Capitalize on an organized methodology for reach-out, reporting, and coordination;
4. Receive new business counseling on a quarterly basis to keep the company's efforts moving ahead.

LAconnect program details:

- Starts with a kick-off call with an LAconnect representative and key members of your business;
- LAconnect recommends a theme for a value-added email campaign;
- LAconnect builds copy and designs each value-added release;
- Monthly, LAconnect sends out a themed email, tracks who clicks through and sends a report of all "click-thrus" and "opens" to the sales team for pursuit;
- Quarterly, LAconnect management conferences with you to review status of reach-outs, progress on program, and improve value of effort.

LAconnect costs & services:

Each LAconnect program costs \$1,500 per month (initial contract period: 12 months).

Deliverables

Preliminary qualification of leads (contact has clicked through and/or opened the email, and carries the title desired by the firm, assuming LA has built/cleaned the lists).

- If you provide the list, leads delivered will be contacts who click through and/or open the email.
- If list building is required, the cost varies depending on the degree of difficulty and quantity of contacts.

Build a pipeline of leads more cost effectively with LAconnect!

For more information, contact Mark Sneider by phone (513.559.3101) or email (msneider@leadarchitects.com).