

The Problem: In today's fiercely competitive business world, few **B2B prospects** are spending money to purchase new products and services. To identify the limited number of genuine sales opportunities (leads), which *are* available, many companies put a great deal of hope on direct mail, trade shows, magazine advertising, seminars, and events. Unfortunately, the odds are high that these traditional marketing vehicles will not be productive or successful. Nor can a company count on making sales from web hits, since a large majority are not *real* "buyers." So, how can your company identify the small number of real prospects currently in the market ready to buy allowing you to ultimately reach your targets and grow your sales?

Sales Lead definition: A sales lead is a qualified prospect or potential customer who is ready to be contacted by your sales force. Finding the prospects that are most likely to become your next customer (qualified prospects or sales leads) is of the utmost importance, as only the most promising are turned over to the sales force to close the sale.

The prospects in your company database range from cold contacts that will never buy your products, to hot leads that are ready to purchase today. Accurately determining the difference between a hot lead and cold contact optimizes the productiveness of your sales force. Sales leads have a higher conversion rate than a list of names compiled through an industry listing or old databases. With a steady flow of qualified sales leads, sales reps will spend less time chasing cold contacts, and more time focusing on hot leads.

The Solution: 3D2B - To generate the best possible sales opportunities in the business, 3D2B goes *far* beyond telemarketing. Our unique methodology begins with using highly qualified and dedicated lead generation professionals (*Business Development Representatives - BDRs*) providing targeted lead generation via telephone on our Clients behalf. Our *Business Development Representatives* average a university education, extensive work experience, and nearly two years within our organization. After being trained by you on your products, our talented, professionals will contact your ideal prospects in size, location, and other qualifications that are required. Once they have done the "detective work" necessary to determine the *right* decision maker for your product or solution, our *BDRs* conduct unscripted, extensive conversations with the appropriate Decision Maker at the prospect company. Upon completion of a 10-30 minute consultative interview, all information obtained from the call is documented in a web-based application – accessible to you and your entire Sales Force at any moment. As soon as a "lead" is identified it gets immediately passed to your Sales Force or channel partner via the web. The *BDRs* can also assist your Sales Force in setting up appointments with the prospect. Our expert *BDRs* provide you with extensive information, key answers to your sales questions, and notes about each sales opportunity through our sophisticated "close loop" application. In addition, when applicable, our *BDRs* will consult with your salespeople to strategize about the best approach to win a particular prospect.

24 reasons why you should select 3D2B versus another Telemarketing Company:

	3D2B	Telemarketing Company
<i>Business Development Representatives (BDRs)</i> are dedicated to your project	Yes	No
Management Experience in Industry	Over 15 years	No
Company specializes in B2B Enterprise level marketing	Yes	No
<i>BDR's</i> average length of employment with company	1.7 years	Weeks/Months
Average business experience of <i>BDRs</i>	Over 4 years	No
<i>BDRs</i> have working experience with Multinational clients such as hp, SAP, Cisco, 3Com, Microsoft, etc.	Yes	No
Calls are made with Key Decision Maker at Enterprise level	Yes	No
Average length of each prospect interview	15- 50 minutes	3-7 minutes
<i>BDRs</i> come across as <i>consultants</i> , not telemarketers	Yes	No
<i>BDRs</i> are adept at "thinking on their feet" and conducting comprehensive, <i>unscripted</i> interviews	Yes	No
Your sales team can talk with the person who created each lead, to ask questions and/or strategize about the best way to win the sale	Yes	No
<i>BDRs</i> can schedule your Sales Team's appointments to visit these prospects	Yes	No
<i>BDRs</i> can send by mail, fax, or email all product documents to an interested prospect and then set a scheduled call back to review all information with the prospect.	Yes	No
<i>BDRs</i> are highly skilled at overcoming sales objections	Yes	No



THREE DIMENSIONS TO BUSINESS

<i>BDRs</i> possess exceptional listening and interviewing skills	Yes	No
<i>BDRs</i> have the ability to <i>understand</i> the prospects business and propose a solution that makes sense	Yes	No
<i>BDRs</i> will be personally trained by your company	Yes	No
You are permitted to meet/interview the <i>BDRs</i> in advance to help you assess their skills <i>before</i> you engage in a working relationship with our company	Yes	No
Access to an in-house sophisticated CRM application in order to track, manage, and control a sales opportunity from lead to sale – tracking and documenting each step	Yes	No
Given assistance/advice to clients. For example, which are the best <i>new</i> markets for you to pursue, how to reduce your cost of sale	Yes	No
Access to Bios, CVs, Résumés of its calling staff to prospective clients in order to view their background/experience	Yes	No
Provides comprehensive reporting and analysis on every lead, in every market, on any campaign	Yes	No
Offers an in-sourced or outsourced solution model	Yes	No
Provides a Quality Control and Management team to focus on useable statistics, strategic business processes, sales projections, market intelligence, and recommendations	Yes	No

Other 3D2B Marketing Sales - Building Services: 3D2B's Marketing suite of sales-building services includes helping companies like yours: develop/refine your value proposition/message; identify the *best* new markets to pursue; locate, screen, and hire top-performing salespeople and other employees; improve the productivity of your sales team; reduce your sales cycle; enhance your business intelligence; maximize the effectiveness of your reseller channel; improve the effectiveness of your direct mail, trade shows, seminars and events; and much more.

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