



**IC Lead Generation
From Database Creation
to Customer
Appointments**

Growth through Leads:

We deliver either raw materials to you or the whole package!

Starting Position

Growth through new customers is tedious, but necessary.

If no separate acquisition process is installed, sales will suffer.

This is usually noticed too late.

The generation of leads should not be the responsibility of the seller, but be pre-positioned.

Free capacities in sales are hardly available anymore.

There is often no database that can be used in the case of new markets.



Our Solution

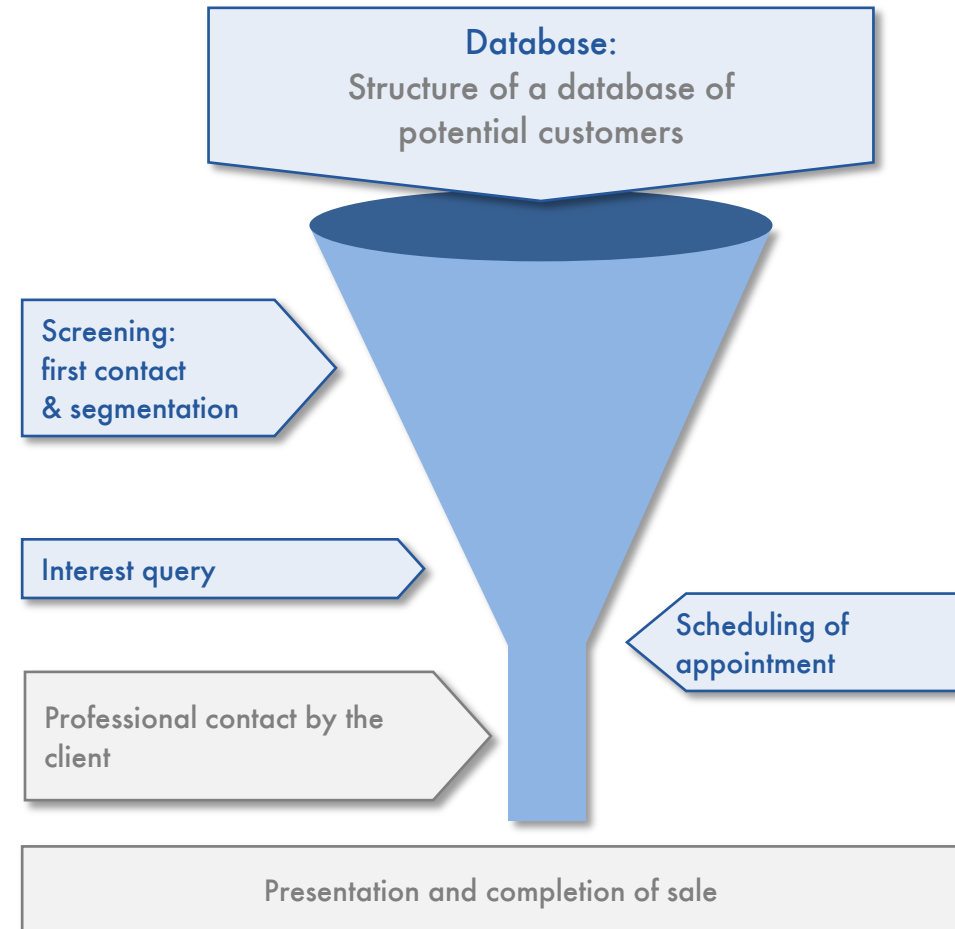
According to your needs we can provide you with:

- 1) an updated and personalized Database
- 2) Information concerning size and the willingness to change brands of potential customers
- 3) appointments for your sales

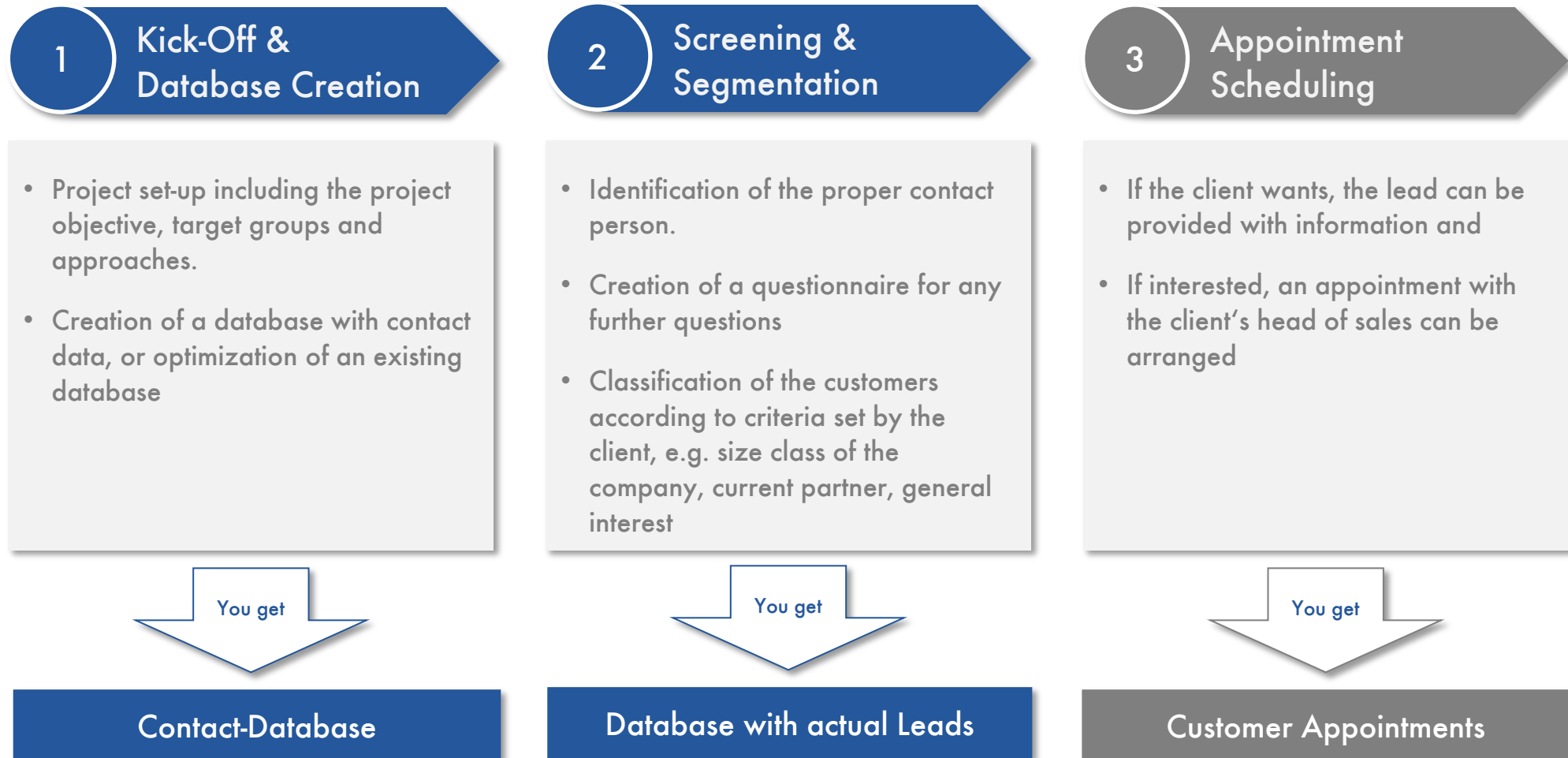
We can also assist you in setting up and implementing the acquisition process in your company with a one-day workshop

We Fill Your Sales Pipeline and Create Leads

So that your sales keep going:



Growth through Leads: 3 Steps – Modularly Available



1

Database Creation

Contact Database in MS-Excel with basic data: *Contact Person, Address, Telephone Number / E-Mail*

	A	B	C	D	E	F	G	H
1	COMPANY	COUNTRY	CONTACT	TELEPHONE	E-MAIL	STREET	PLACE	WEBSITE
2	Potential Customer 1	NED	Mr. Bart Simpson	+31 123 456	simpson@office.com	Kelvinstraat 16	Weert	www.customer1.nl
3	Potential Customer 2	GER	Ms. Elizabeth Hoover	+49 021 222	hoover@office.de	Max - Planck - Str. 15 a-c	Erkrath	www.customer2.de
4	Potential Customer 3	UK	Mr. Kent Brockman	+44 789 101	brockman@office.com	179 Sneyd Lane, Essington	Wolverhampton	www.customer3.com
5	Potential Customer 4	UK	Ms. Maude Flanders	+44 112 131	flanders@office.com	28 Northumberland Square	Tyne & Wear	www.customer4.com
6	Potential Customer 5	UK	Mr. Jimbo Jones	+44 627 282	jones@office.com	Belgreen House, 4 Fountain Street	Macclesfield	www.customer5.com
7	Potential Customer 6	UK	Mr. Barney Gumble	+44 415 161	gumble@office.com	13 voie la Cardon	London	www.customer6.com
8	Potential Customer 7	UK	Ms. Edna Krabappel	+44 718 192	krabappel@office.com	Silver St, Minety	Malmesbury	www.customer7.com
9	Potential Customer 8	GER	Mr. Julius Hibbert	+49 324 252	hibbert@office.de	13 voie la Cardon	Köln	www.customer8.de

2

Screening & Segmentation

Database includes segmentation criteria such as: *Company size, field of business, suppliers, etc...*

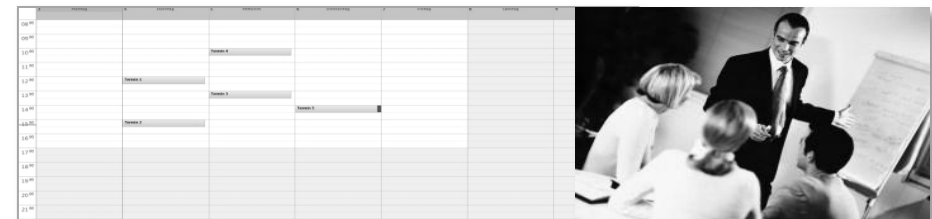
During the field phase you will receive weekly reports from us concerning the status of the survey, so that you are constantly up-to-date on the success of the survey.

Karteikarte - Test für Lead Generation Angebote.adr				03.02.2014 15:09 Seite 1	
Engel	ENGEL AUSTRIA GmbH		Telefon Durchwahl	+437262-620-000	
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	ÖSTERREICH				
Leistungen	Spritzguss	J			
	Spritzgießwerkzeug	N			
	Beschutungen	N			
Infotext 1	21.09.2010 Interview Spritzgießmaschinen durchgeführt. Haben Interesse Kapazitäten aus dem Bereich Spritzgieß zuzukaufen wenn die Bedingungen stimmen. Termin mit Vertriebspersonal gewünscht - Terminvorschlag: 15. Februar 10:00 Uhr				

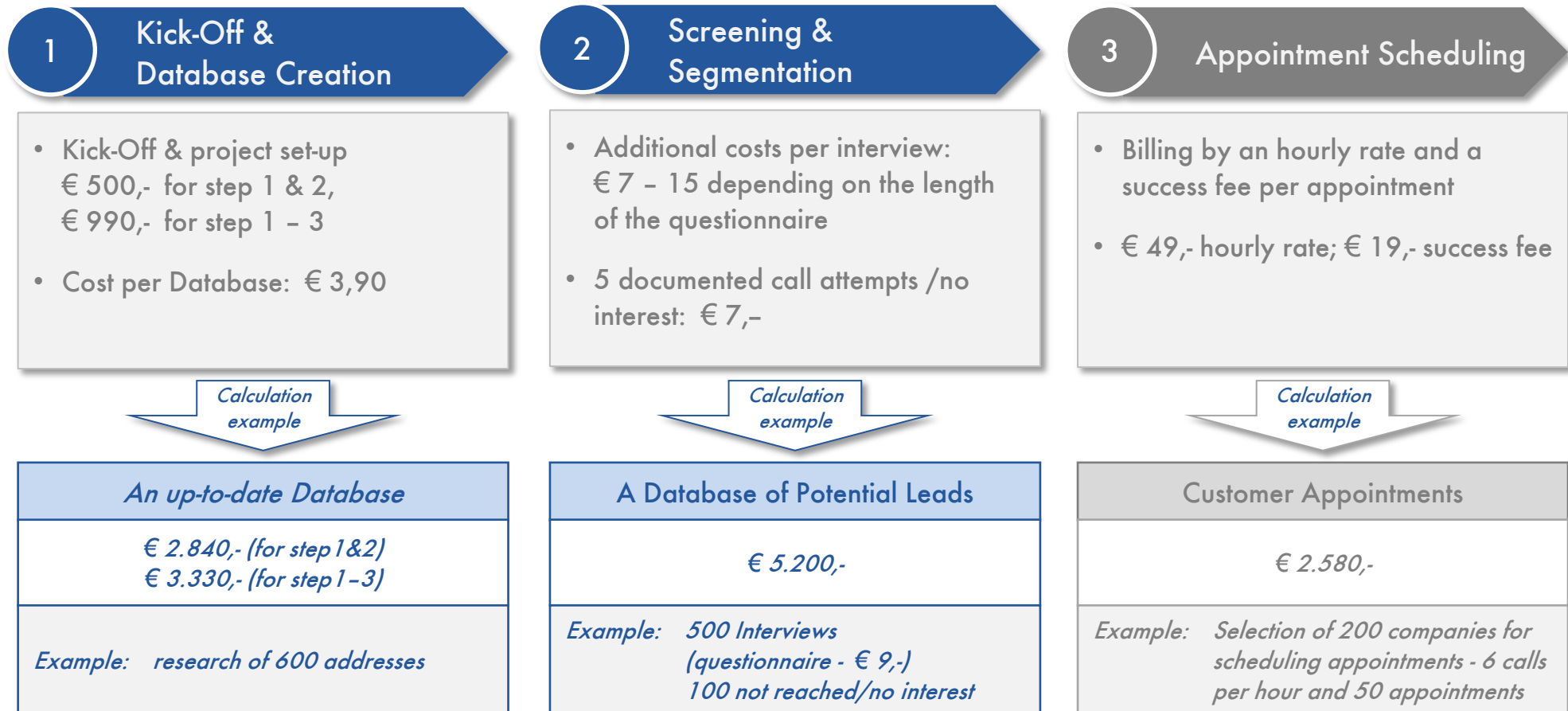
3

Customer Appointments

You will obtain scheduled appointments, according to predetermined timeframes, directly in your Outlook or through Doodle.



Investment Costs for Acquiring New Customers



You receive a weekly feedback of the contacts and appointment.
Without any further costs you are able to end a project, in case you are not satisfied with the outcome

Why InterConnection Should Be Your Partner...

- 15 years of experience and over 1000 clients worldwide.
- We have our own sales center with 15 places in Lemberg and expertise in 20 languages.
- Detailed and regularly updated corporate database for over 100 industries.
- Partners and offices in Vienna, Bratislava, Lemberg and Buenos Aires.
- The high quality standards of a consulting company.

Projects of note in regards to generating leads:

- Sigma Coatings: Segmented database of 100 potential customers in Germany
- Remmers Lacke: Identification of sales partners in Great Britain
- Rigips: Prospect inquiries with builders in Austria
- Hewlett-Packard: Search for retailers in Spain
- Mettler Toledo: Search for distributors in 4 European countries

We are happy to support you in optimizing your marketing strategy!

If there are any questions please
do not hesitate to contact us!

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Inquiry