



## About Direct Marketing Partners

Direct Marketing Partners is a B2B strategic marketing, consulting, and tele-services provider that specializes in building target databases and qualified sales lead pipelines for B2B firms with a complex sales process.

DMP provides go-to-market resources & telemarketing touch campaigns with complete pipeline results tracking and campaign ROI analytics.

### Who uses DMP resources?

Firms with complex B2B selling processes harness DMP resources and systems to help them plan and execute go-to-market campaigns that produce fruitful sales pipelines in new markets, or dig deeper in current ones, with limited staff, budgets and short lead times with no room for error. These firms use DMP to generate demand and qualified sales lead pipelines to spec, which accelerate their marketing-through-sales cycles with optimal conversions to sale.

*For your next move, we suggest a no-obligation consultation to discuss how DMP's LeadGen Express package may help you boost your sales. Contact us today.*

## LeadGen Express

**Two lead generation packages priced to boost your pipeline fast.**

B2B telemarketing *is the most effective way* to fully qualify prospective customers and deliver sales-ready leads. Try one of our lead generation packages and see how adding the human touch to your marketing mix can make all the difference in uncovering immediate and future opportunities for your business.

Our packages are a great way to augment your pre-sales team, cleanse your lists, launch new products or unclog the sticky lead-to-sales funnel.

### Package A: LeadGen Express for New Lists

- 3 month pilot program
- \$10,000/mo.
- Cold list
- Nurtures over time

### Package B: LeadGen Express for IB or Inbound Inquiry Lists

- 6 week pilot program
- \$12,500/mo.
- Warm list, opt-ins
- Swift qualification

## Sales ready A/B leads & Future Potential leads

### Full campaign treatment:

- Set-up
- Sales lead definitions
- Script development
- Team Training
- One-off emails
- Project management
- Establish scoring criteria
- List/data cleanse
- List build
- Establish benchmarks
- Final database asset
- Daily lead distribution

### Program management with sophisticated metrics reporting to accompany weekly update calls:

- Campaign metrics results
- Marketplace feedback
- Continuous improvement
- Recommendations

