

**SOURCE**  
BUSINESS LEADS



## your source for bespoke leads

Source is a niche provider of high quality business leads to the corporate marketplace. Often we work as part of a team and complement the work of larger volume contact centres. The primary focus of Source is to generate leads and introductions into new market places

In the fast paced world of corporate business you need to identify and attract new business before the opportunity passes you by



## a source for growth

As a niche value added contact centre, we work directly with our clients who require a bespoke programme for lead generation.

Source can assist, enhance or complement your current telemarketing strategies, generating leads and introductions into new market places which are not ready for a full blown contact centre telemarketing campaign. Source allows you to investigate new market opportunities and “hunches” from the sales team. Enabling you to act quickly without diverting from your current marketing strategy. Nor does it require months of planning time with the contact centre to introduce a short term campaign. Source don't do wall boards, power-diallers or talk time. We spend as much time as it takes talking with your customers to get the results you need.

Growing your business is a result of cultivating the right business leads and using the right catalyst to move your business forward

## a source of opportunity and research

Our clients recognise the importance of identifying and investigating new business. We undertake and deliver 'quick response' market research to inform you of potential markets. Source are a flexible highly skilled tele marketing team. We can assist clients to bring exciting new products into the market by providing front-end research on their needs and requirements.

Alternatively, we also carry out post market entry investigations to get an understanding of brand awareness or fit within the market. Source can aid the development and efficiency of your call centre. We offer this service through remote monitoring, side by side listening and mystery shopping to test for product knowledge and advise on training needs.

Information is key when making decisions which can affect your business. There is a difference between having information and having answers.



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