

**SOURCE**  
BUSINESS LEADS



## a source of vision

Our vision is the growth of your business through a tailored market development service. We proactively engage companies via phone, sms, email, face to face and mail. Source's vision is to fit seamlessly into our customers' business, complimenting their sales and marketing strategy. Our approach allows companies to raise their profile, expand their marketshare and cultivate new business opportunities across the UK, Europe and North America. **Source...helping your business grow.**

Our customers remark on how flexible and adaptable we are in the style of campaigns we develop and deliver. Successful market development requires industry knowledge and Source has experience across a broad range of sectors. We have a strong, capable and competent team of people. This enables us to communicate effectively with decision makers, whether they are from an executive, finance, production, technology, purchasing, facilities or engineering background.

We assist our clients predominantly with:

- Lead Generation
- Market Research
- Telesales and Customer Service Coaching

Source has a solid track record of achievement and market development is our core competency. We're a low risk option for our customers, with no long term commitment. If and when any of our customers are ready to setup a phone-based sales operation, we can assist in the transition to bring it in-house.



## a source of growth

Source bridges the gap between you and new business through lead generation, appointment setting and account profiling. We have made a strategic decision at Source not to use automated dialling technology. We work as an extension of your company providing a professional front line.

- We take the hassle out of engaging new customers by making the phone calls;
- We increase the effectiveness of field sales reps; and
- We pride ourselves on delivering results. Using our “cradle to grave” lead management tool, we provide visibility to the return on investment for each campaign.

We can design a tailored campaign to suit your company. We provide a dedicated resource to make a set number of calls and to generate an agreed number of meetings. The duration of a campaign can be tailored to your budget and needs.

- Short, sharp targeted campaigns; or
- Supply a steady flow of opportunities within flexible timeframes; or
- A multi-touch nurturing campaign using several direct marketing channels.



## a source of opportunity and research

Source provides the confidence behind strategic decision making. Organisations that constantly question and review what they are doing enhance their effectiveness. Source can design and execute the right market research approach to provide measurable results.

### We can assist with...

- Product development insight;
- Market entry/market expansion;
- Buying behaviour;
- Brand awareness & perceptions;
- Competitor analysis;
- Understanding customer perceptions and experiences;
- Industry trends & business issues; and
- Account profiling, capturing decision maker details.

### Methods of delivery

- Telephone Interviewing;
- Email and Web Based Surveys;
- Street / Field Interviewing;
- Focus Groups;
- Postal Surveys;
- Indepth Interviews; and
- Mystery Shopping.

## a source of coaching

Lead generation, telesales and customer service have a few common themes:

- A high level of phone activity;
- The company's image is captured by a voice in an instance;
- Shared resources getting pulled in multiple directions;
- Processes need to be effective and it's an area that doesn't get the attention it deserves; and
- Other things can become more appealing than getting on the phone.

Source can assist companies to establish telesales, lead generation and customer service teams in-house. Or enable existing teams to increase productivity and efficiency.

Our approach to coaching is interactive and hands-on to ensure maximum benefit. By understanding the issues that exist in the day-to-day environment, Source can enhance performance by focusing on:

- Phone based selling and communication techniques;
- Knowing your prospect and how to talk to them;
- One-to-one coaching in a live calling environment;
- Reviewing workloads and processes that impact call handling; and
- Establishing KPI's for performance monitoring.

## a source of results

"Source has a particular expertise in identifying sales leads for businesses operating in a variety of sectors. Many of our clients have increased sales, particularly in the ROI market, as a result of work carried out by Source"  
Centre Manager | Cookstown Enterprise Agency

"With the help of Source, our telephone unit was given the skills and knowledge to deal effectively with outbound calls. Source's expertise proved invaluable in helping set up this new division, with their advice still being adhered to on a daily basis"  
Marketing Manager | Centralised Vacuum Systems

"Source enabled us to triple revenue in a business unit were we tried to introduce telesales before. I have found Source beneficial and with their personal touch, they offer that little bit more"  
Sales Director | Food Wholesale

"The Source research has enabled us to appraise our strategic goals and re-align where necessary. The quality of the research was very factual, accurate and subsequently we have seen a 20% increase in revenue within the sector surveyed"  
Managing Director | Kitchen Doors and Components

"A simple no fuss approach to campaigns with a goal to maximising return of investment"  
Marketing Manager | Construction

"A very focused service that delivers a cost effective market trawling service"  
Programme Director | Acumen - Inter Trade Ireland

"Source have generated excellent quality sales leads that have led to real business"  
Business Development | Facility and Industrial Cleaning

"Source carried out some critical research and sales development enabling us to set our strategy. The results provided have enabled us to create an internal service which produces exceptional results. I would recommend Source to everyone"  
Business Improvement | Concrete Products



19a Quintinmanus Road  
Edendork  
Dungannon  
Co Tyrone, BT71 4EG

t. +44 (0) 28 8776 1270  
f. +44 (0) 28 8776 1670  
info@sourcebusinessleads.com  
www.sourcebusinessleads.com