



## BUILD AND GROW NEW BUSINESS OPPORTUNITIES

*BUILDINGS* Magazine provides Custom Professional Sales and Marketing Programs to Identify – Target – and Grow New Business!

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**PROGRAMS CAN BE TAILORED TO YOUR NEEDS and YOUR BUDGET.**

STANDARD PROGRAMS START AT \$3,000 (30-40 HOURS).

- Build, update or qualify professional sales/marketing lists and databases
- Set up professional appointments to introduce target clients to your company
- Recruit and build attendance for any business event
- Lead follow-up and qualification assistance for any type of business lead – trade show, webinar, advertising, web, etc. with ability to interface with CRM programs (Salesforce, etc.)
- Manage professional in-bound product inquiry or fulfillment requests

## LEAD FOLLOW-UP/ QUALIFICATION

COST: \$3,000 (30 HOURS)

This is NOT the dial-for-dollars program you may have used in the past. This is a high-energy, quality encounter which will deliver ready-to-talk prospects. Nothing beats a professional contact.

- Turn trade show, webinar, web or other any other lead into new business opportunities by identifying high potential leads.
- Includes phone verification of contact information and up to five qualifying questions to determine interest level and/or business potential.

## LEAD GENERATION

COST: \$3,000 (30 HOURS)

Hitting the wall generating new leads? This program is for you, because it taps proprietary databases based on YOUR criteria. These names come from repeated contact, nurturing, and a relationship. It's not the quantity, but the quality that counts here.

- Access to proprietary databases to develop a new list of targeted professionals – general contractors, engineers, architects, building owners and more.
- List to include company name, contact, address, phone and email addresses where available.



## PROFESSIONAL APPOINTMENT SETTING

COST: \$6,000 (60 HOURS)

There is no target we can not identify and hit. This program is not for everyone. It is a high-level, appointment setting program that will put you or your salespeople in the C-Suite or wherever you need to be. Like all our programs, it's based on quality, not quantity.

- Assistance in identifying and setting up appointments with targeted companies or professionals to introduce company, products or services.
- Includes sending a custom direct mail letter followed by phonecall to setup an appointment.
- Customized appointment system allows on-line access to project progress and appointment schedule.

## BUSINESS EVENT RECRUITMENT

COST: \$6,000 (60 HOURS)

If you've experienced disappointment with your events, this program is for you. Our highly skilled recruiters will uncover, contact and deliver highly valued targets to your event.

- Assistance in recruiting attendance at any business event – trade show, publicity event, webinar, new product demo, focus group, etc.
- Can include out-bound/in-bound phone, direct mail or web support.
- Includes assistance with screeners and marketing materials.

## CUSTOM PROGRAMS

*BUILDINGS* Magazine can further customize any of these programs to provide the support you need to build and grow your business. For example:

- In-bound Phone Support for New Product Inquiries/Fulfillment
- Spiff Program Design/Support
- Salesforce® Administration
- Project Satisfaction Follow-up Programs
- Technical Support Programs

All custom programs will be estimated based on time and materials and can start as low as \$6,000 (Up to 60 hours).

## PROGRAM EXPECTATIONS

- Choose how you use your hours
- Programs include custom scripting, database design, deduping and project status reports
- All programs provide custom project summary report and database compatible with CRM
- All information is confidential and proprietary to your project
- Timeline for most programs is 4 to 6 weeks