Business Lead Generation

- Identification of Market Niches
- Ideal Client Targeting
- Creation of Cold Call Lead Lists
- Keyword Search
- Company name
- SIC Codes
- Major Industry Group
  - Agriculture, Forestry, Mining & Animal Services
  - Construction o Manufacturing
  - Transportation o Wholesale Trade
  - Retail Trade
  - Finance, Insurance & Real Estate
  - Business & Personal Services
  - Health Services
  - Legal Services
  - Education & Social Services
  - Art & membership Organizations
  - Engineering, Architecture, Accounting & Management Services
  - Household & Miscellaneous Services
  - Government
  - Unclassified
- Number of Employees
- Estimated Annual Sales Volume
- Location Type
  - Corporate Headquarters
  - Branch
  - Subsidiary of a Headquarters
  - Single Location
- Radius Around an Address or Zip Code
- Zip Codes
- Metro Areas
- Cities
- States
- Counties
- Telephone Area Codes
- Streets
- Business Credit Rating Scores
- Job Titles
- Gender
- Years in Business
- Square Footage
- Public or Private Company
- Number of PCs
- Yellow Page Advertisement Spending
- Franchises

Residential Lead Generation
  - Radius Around an Address or Zip Code
  - Zip Code
  - Metro Areas
  - Cities

- States
- Counties
- Telephone Area Codes
- Streets
- Carrier Route
- Age
- Estimated Household Income
- Home Ownership
- Estimate Home Value
- Housing Type
- Length of Residence
- Year Home Built
- Mail Order Buyer
- Martial Status
- Pet Owners
- High Tech Households
- Grandparents
- Veterans
- Credit Information
- Personal Finance

Outbound Telemarketing
- Uncover business decision-makers in a cold-calling environment for list building
- Qualify leads through thoughtfully designed campaigns
- Promote delivery of relevant information that builds your expertise in the sales prospect's mind
- Determine business needs and challenges of the prospect
- Represent your company in the highest standards to sales leads
- Initiate conversations and identify sales-ready opportunities
- Set appointments
- Nurture leads through regular, intelligent dialog