



Used carefully as part of the B2B lead generation and sales process telemarketing plays a key role in the growth of many businesses. Customers and prospects need more than ever to be reassured, nurtured, and shown empathy, which can be difficult in these unsettled times. We work with you to ensure you can talk to the key decision makers and influencers in your target markets quickly, confidently and professionally.

Virtual Leads has been in business since 2004, and we have built our reputation in telemarketing through our ethical and high standards, the rigorous level of training and professionalism of our staff, and our ability to understand quickly and effectively what our customers need.

We believe in quality, not quantity

New business is the life blood of any thriving company and in this day of social media and ever changing online marketing tactics, growing new business is an increasingly time consuming challenge. At Virtual Leads we do it the old fashioned way: on the telephone. By targeting and talking directly to key decision makers, we book on average eight meetings a day for our clients.

Telemarketing is highly measurable and can be very cost-effective when deployed with clear objectives and quality data. It should be a key tool in your armoury to get close to your prospects, build rapport and confidence, and be seen as pro-active.



A team of articulate and experienced telemarketers



Virtual Leads was founded in 2004 by the highly respected and vastly experienced Lesley Harris-Brown. With 17 years in the telemarketing industry, Lesley and her team of professional staff, all of whom have extensive experience in the recruitment and sales business, have the skills and depth of knowledge to get past the gatekeeper and to deliver exceptional results time and time again.

Prior to Lesley's telemarketing career, she has held senior sales positions with some of the UK's largest blue-chip organisations, including Marks & Spencer and John Lewis and has many years' experience in the recruitment industry, both in the office and clerical, and also the beauty sectors. Lesley was jointly responsible for launching Cartier perfume into the UK – in 1982 to Harrods – and subsequently broke all existing sales records by such huge margins, they had to redefine the parameters by which the sales criteria was judged!

All Virtual Leads consultants are from marketing and sales backgrounds and have the experience to get through to the decision makers. They will represent your company in a professional and courteous manner.

By working with Virtual Leads, you will get:

- **Quality work** – we make many calls per day and achieve a high success rate, resulting in genuine business and connections.
- **In-depth knowledge of your sector** – we fully immerse ourselves in the sectors our clients operate in and keep abreast of the ongoing changes taking place in that sector.
- **Access to a wide network of connections** - we go beyond the call of duty for our clients, and will not hesitate to make valuable introductions from within our network.
- **Continuity** – should a member of our team be unable to make calls on a specific day, we have back-up, fully trained people ready to step in.



Transparent, responsive and straightforward process

With each specifically designed campaign, Virtual Leads sets up fully qualified meetings with precisely targeted decision makers in the companies or market sectors you have identified who have a genuine need for the product or service you are offering.

A 4-stage process

- **Stage 1:**

We discuss and identify your business needs. Objectives and timescales are set for your campaign.

- **Stage 2:**

We do our research. This is what sets us apart from other telemarketing companies and allows us to deliver optimum results and quality leads. We identify the decision maker most appropriate to your product or service, competitive offerings, specific need for your product or service within the companies you are targeting.

- **Stage 3:**

Your campaign is launched, sometimes in tandem with other marketing activities. Our skilled marketers are experts at identifying and building relationships with the most relevant prospect. You are regularly updated on campaign progress so we can respond quickly to changing requirements.

- **Stage 4:**

We compile your data and send you details of the qualified leads and appointment times as well as the history behind each conversation. You are also armed with a list of any relevant instructions which will optimise your success rate.

Services

- **Appointment Setting**

We achieve a high success rate for arranging meetings, booking on average eight meetings a day for clients.

- **Lead Generation**

New customer acquisition can be difficult. We have a high success rate, delivering quality leads, enabling you to achieve a high conversion rate from an interested prospect into an active buyer.

- **Market Research and Surveys**

Knowledge is power! We establish what your customers really want from your company, how well your company meets those needs, and how it is perceived. We also run customer satisfaction surveys.

- **Event Organisation**

We support conferences, seminars and workshops, We book, process and confirm attendees. provide a follow-up service, send information to delegates after the event, gather feedback from delegates about the event and about your products or services.

- **Data Cleansing**

Up-to-date data is essential - one in three pieces of data can be obsolete within 12 months. We check and confirm all the data in your database

We charge a daily rate with no hidden or extra charges, discounted when 3 days or more are booked.



New opportunities and connections across many sectors

Virtual Leads have built a strong expertise across a number of sectors over the years, helping many companies with appointment setting and lead generation. We act for both multimillion pound companies and small start up businesses, providing the same professional service to all.

- Chartered Accountants
- Construction Companies
- Event Companies
- Estate Agents
- Financial Institutions
- Fund Managers
- IP Practitioners
- IT Consultants
- Law Firms
- Printers
- Surveyors
- And more....

'In over 35 years of using a range of telemarketing services, I personally have never found anyone as good as Lesley at Virtual Leads. When Lesley undertakes appointment bookings we very, very rarely experience no-shows or meet people who do not understand why we are there. In the first year Lesley and her team at Virtual Leads have significantly enhanced our presence in our core market place and we could not recommend them highly enough.'

Mel Loades – Personal Guarantee UK

'I have worked with Virtual Leads and Lesley, in particular. They are, without any doubt, the most successful lead generation organisation I have ever worked with. Their charges are very modest given the number of appointments and referrals my organisation gets in return. I have received countless new instructions through the endeavours of Virtual Leads and I am constantly recommending Lesley to fellow professionals and friends. They are simply the best at what they do and I would have no hesitation in using them when work flow needs to be improved.'

Lane Bednash – CMB Partners UK

'We have achieved several wins with Virtual Leads and specifically because I think you are on our team. Performance like this is what our account managers and business developers see as proper support of their business needs and I commend you for the effort. These have been really good results in a tough marketplace. At the end of the day, I look back on this campaign and can say you've set the standard for everyone here to follow. I look forward to using your service again in the near future.'

Mike Felt - Bright A Blind

'We have been working with Lesley Harris-Brown and her Team at Virtual Leads for the last 5 years. She has been instrumental in the growth of our business, opening many doors for us and is now an integral member of our team. I would have no hesitation in recommending her service.'

Gary Addison – Redundancy Claims UK

Get in touch:

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