

An introduction to Virtual Leads

At Virtual Leads, our ethos is simple:

We believe wholeheartedly in quality, not quantity.

As we enter a sustained period of financial uncertainty, businesses of all sizes, from sole traders to multinationals, are outsourcing their telemarketing campaigns to Virtual Leads and can rest assured knowing that we will deliver exactly what they ask for.

We meet with each client to determine exactly what you want from us, and then deliver the qualified sales leads and appointments with key decision makers, all the while keeping an open dialogue with you and as your campaign progresses, giving you regularly updated reports.

This in turn allows you to be fully prepared to speak to the people you wanted to speak to and increase your business.

One of the UK's leading telemarketing companies, virtualleads are in the results business. We are a dedicated, experienced and professional UK based telemarketing company offering cold calling, appointment setting, event confirmation and professional lead generation services. Unlike some telemarketing companies our aim is to deliver exactly what you ask for, when you ask for it, on time and to budget.

Qualified sales leads

In this day and age of round-the-clock communication, you need to stay one step ahead of your competition. We know you don't have the time to make hundreds of telephone calls trying to book appointments or confirm event attendance, often being stifled by the bane of telemarketing companies – the secretary.

Let Virtual Leads find you qualified sales leads where you can talk to the key decision makers in your target markets quickly, confidently and professionally, every time.

Virtualleads
from cold call to hot lead



About us

The highly respected and vastly experienced Lesley Harris founded Virtual Leads in 2004. With 15 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.

A little known fact is that 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!

The success of Virtual Leads is built on our reputation for excellence in service, by developing and maintaining close relationships with our clients, and most importantly allowing your business to grow.

At Virtual Leads, we know how important it is to keep a steady flow of leads in the funnel of your business, and we also know that most, if not all new businesses don't have the time to dedicate to finding new leads.

Lead generation allows us to target specific decision makers in specific markets, enabling us to build a profile of particular companies in terms of their current situation and their level of interest in the service you are offering. This information gets imported into a bespoke database along with full company details including that of the key decision maker.

Virtual leads
from cold call to hot lead



Our Approach

While your sales teams are busy following-up leads, the flow of qualified, genuine appointments can often be put on the back burner, or in a worst-case scenario, forgotten completely.

With a specifically designed campaign, Virtual Leads will set up fully qualified meetings with correctly 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.

Before we start work on a campaign, we will look for answers to three key questions:

- » Who is the decision maker most appropriate to your product or service? If you are selling printer cartridges, you don't necessarily need to speak to the MD.
- » Does a similar product or service already exist within the companies you are targeting? If so, how can you better your competitors?
- » Where is the specific need for your product or service within the companies you are targeting.

Once we have the answers, we can start working to grow your business.



Virtual leads
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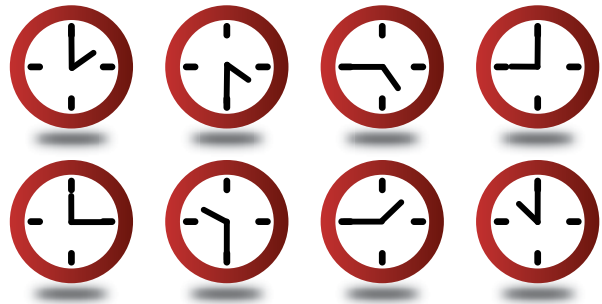
Appointment setting services

Virtual Leads maintain a fair success rate for arranging meetings. For some of our clients, we have been able to book, on average, eight meetings a day on their behalf.

Given today's ever-changing financial climate, working with an up-to-date list of contacts will increase the number of bookings made.

If a certain contact is unavailable or busy at the time of our call, we will follow-through and we will contact them at a later time.

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



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Market Research

For your business to grow the way you want it to, you have to continually review, amend and implement the improvements suggested.

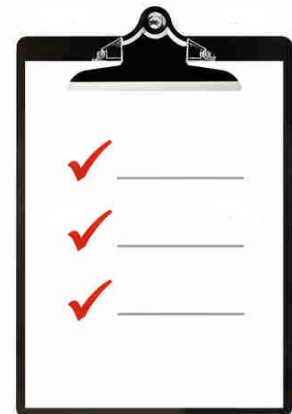
Knowledge is power, and Virtual Leads will aim to find answers to the following questions:

- » What your customers really want from your company?
- » How well your company meets those needs and requirements?
- » What is their perception of your company?
- » How focussed is your company in meeting those requirements?

Using both business-to-business, and business-to-consumer research, Virtual Leads will help you better understand your current business practices, and achieve your short, medium and long-term goals – more customers, more business, more money.

Surveys

Customer satisfaction surveys are an important part of understanding your business. Regardless of the industry sector you are in, Virtual Leads will ask the right questions to the right people to find out if your customers are satisfied with the product or service you provide for them.



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Testimonials

The testimonials below reflect the quality of service and return on investment they've received from Virtual Leads.

"Lesley and her team has been working with my company for past 10 months and made a real difference in my business. We have grown with her help, it has open the doors which were impossible to get to especially with some large of firms of solicitors and Estate Agent as we provide searches and Home Information Pack. With Lesley just one call which turns lead into a prospective business."

Bharti Bhuva, Whitefield Legal Services.

"Even though we're based in Manchester , working with Lesley and her team was as easy as if she was next door. She got us a series of high quality, sit-down qualified appointments with solicitors who are notoriously difficult to contact with whom we now have regular, ongoing business. She did an outstanding job and we now book Virtual Leads on a regular basis. We have referred Virtual Leads to a number of our clients where she is doing for them what she did so well for us."

Steve Davies, Local Area Search Network Ltd.

"During our initial meeting, Lesley told me how I could increase my client base by using Virtual Leads. I was sceptical, but my scepticism was soon proved to be unfounded. The team at Virtual Leads managed to get me good, qualified appointments with the key decision makers in the companies I wanted to target. She made it appear easy, but I've tried it myself and it's not! I now use Lesley and her team at Virtual Leads for a lot of my company's marketing activity and will continue to do so as they are getting me results."

Andrew Berg, Compton Healthcare.

"Lesley and her team are truly dynamic as lead generators. They use the phone as a very effective tool to gather appointments and leads. They are motivated and so enthusiastic. We used their services to generate leads for a campaign which was very successful."

Reale Insurance Brokers.

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Final word

In today's uncertain business climate, understanding your existing and potential customer base and knowing what they want from your company is vital.

The Team

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

Fees

Our charges are £295.00 per day which includes all follow up calls. Discounts are available for longer bookings and campaigns

We are big enough to cope and smaller enough to care.

Clients

We have acted for both multimillion pound companies and small start up business and in all cases we provide the same profession service to big and small.

Our client base includes:

- » Surveyors
- » Chartered Accounts
- » Solicitors
- » Estate Agents
- » Fund Managers
- » Financial Institutions
- » Printers
- » IT Consultants
- » Event Management Companies.

We are still doing repeat business for most of these companies because they have been satisfied with the consistent level of delivery from our service.

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Contact us

Thank you for taking the time to consider booking our services. We look forward to working with your organisation, but should you require any more information please do not hesitate to get in touch.

Yours sincerely,

Lesley Harris.

Virtual Leads Generation.

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