

FAIR-TRADE LEAD QUALIFICATION

When did you last enjoy answering qualifying questions on a cold call?

With Fair-Trade Lead Qualification, your prospects will.



MAKE YOUR PROSPECTS FEEL VALUED WHEN SHARING THEIR INSIGHTS WITH YOU.

With Fair-Trade Lead Qualification Programs your prospects receive a token of appreciation for the few minutes they invest in providing you with custom account intelligence. Depending on the program and audience, this treat could range from a gift certificate for a premium coffee, to a book, or another gift.

When prospects feel they are fairly compensated for their time on the phone, you can expect:

- Improved callback and response rates
- Increased positive engagement
- Long-term support and advocacy



This program is most suitable for high-tech businesses that:



Require primary account intelligence to qualify leads



Wish to create long-term relationships with key decision makers



Require multiple calls and meetings to complete a purchase

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