



## BD PERSPECTIVE

### **Why outsourcing lead generation makes more sense than ever.**

For the typical company, some business-development activities align with the enterprise's core competencies more than others. In light of today's economic conditions, more and more enterprises are discovering that lead generation and appointment securement are activities that are better left to an outsource specialist.

The reasons behind this shift in thinking are many:

#### **Internal resources are more scarce than ever.**

At best, the process of lead generation and appointment securement is frustrating and time-consuming. And many companies can't justify the overhead of dedicated staff for this endeavor. Senior personnel, and even non-marketing staff, are often called on to add this role to their personal agendas. Depriving them of time they could spend on high-impact activities that are more suited to their talents.

#### **The need for more robust results.**

Let's face it. It takes a certain kind of personality and focus to be successful at lead generation and appointment securement. We've developed a process that is part art, part science, and all about tenacity. With this pleasant yet persistent approach, a trained Marshall Face2Face advisor is simply better at breaking through than most inhouse people could ever hope to be.

#### **A predictable and adjustable investment.**

All issues of ability and focus aside, it's difficult to carry out an internal program in a cost-effective manner. By outsourcing the lead generation and appointment securement functions, a company can adjust its level of activity to suit changing requirements for work volume — while compensating for seasonal considerations and economic climates.



### **An invaluable head start for the bizdev process.**

The more turnkey a bizdev program can be, the better its chances for immediate and long-term success. The integration of an outsource partner enables an enterprise to hand off any number of tasks, based on its needs and budget. These activities can include the development of a targeted, proprietary database. Along with the detailed followup and reporting that is essential to maximizing program success.

### **Finding the right contact. Versus any contact.**

Multiple calls and/or emails are often required simply to identify the real decision-maker you need to reach. As such, this initial research/contact component is invaluable to the bizdev process. The only thing worse than not getting a meeting is getting one with the wrong person.

### **The ability to make an entrance.**

The decision-makers you're seeking to meet are people who fully understand the importance of time. As a result, a certain level of sophistication is telegraphed by your ability to utilize Marshall Face2Face to identify your most qualified and promising opportunities. Your arrival at the meeting is seen as the prospect's first contact with the experts that he/she should be in the room with. The rest is in your hands.

### **[marshallface2face.com](http://marshallface2face.com)**

*Marshall Face2Face is an affordable outsource partner — for lead generation and appointment securement — with the power to revolutionize an enterprise's business development strategy. Visit us online to learn more about our field-proven system, and about how we can tailor a program to meet your needs.*