

GenLeads



GEN LEADS
LEADS TELE-BASED
LEAD GENERATION SERVICES

WE FUNCTION AS AN EXTENSION OF YOUR BUSINESS GEARED TO FINDING AND INNOVATING WAYS TO MAXIMISE SALES OPPORTUNITIES.

Sales is not about selling anymore,
but about building **trust** and **educating**.

~ SIVA DEVAKI

WWW.GENLEADS.COM.AU

OUR MISSION

Our goal is to ensure that the campaigns we complete are a success so that your reputation is heightened by using a professionally sounding service.

We work with you to expand your current client base, keep in touch with your existing clientele and sell your products and services using the oldest form of communication – via person to person interaction.

We guarantee that our engagement is meaningful and not just another sales call, by building the relationship on your behalf from the very first point of contact. We then nurture the relationship until the leads is ready to be contacted by your sales team.

We achieve great results for our clients by only employing well educated, Australian English speaking employees who have years of experience, can think on their feet and are motivated to do well for you.





About **GEN LEADS**

Established in 2010, Gen Leads has experience in generating quality leads for businesses, providing complete tele-based lead generation and appointment setting solutions to enhance our clients marketing strategy. We ensure that your message is delivered efficiently and correctly to the business's key decision maker, in the right manner & at the right time, bringing life to your marketing campaigns and increasing your sales efforts.

Gen Leads is about getting the best results possible for you and your business. We ensure that the maximum results are being achieved by offering a range of tele-based lead generation services, best suited to our clients needs. When working with Gen Leads, we function as an extension of your business geared toward finding and implementing innovating ways to maximise sales opportunities.

We differentiate needs based on interest and we can assist with identifying your target market, the correct person to commence contact with and introduce your services to them at the right time. We also organise face-to-face appointments, database cleansing, webinar/event attendance, confirmation and follow-up calls, as well as online consultations for the lead with a member of your sales team. We are also able to conduct your welcome/onboarding, product trial and product demonstration campaigns, assisting businesses that do not have the staff or capacity to complete these campaigns internally.

COMPANY OVERVIEW

We bring life to your marketing campaigns, as well as increase your sales, event success and customer service via our tele-based services. We solve the problem of businesses having no human interaction or those needing the extra human touch in our current digital focused world. Our services allow your sales team to focus on closing sales while we find new sale opportunities.

Through feedback from business connections and current clients, it was identified that there was a need for our tele-based services. We quickly recognised it as being an integral piece to a marketing strategy to which most did not have the experience or the resources to complete.

INTERNATIONAL WORKING HOURS



AUSTRALIA
8am - 7pm (AEST)

NEW ZEALAND
9am - 4pm (NZST)

UNITED STATES OF AMERICA
9am - 7pm (CT)

UNITED KINGDOM
9am - 5pm (GMT +1)

ACHIEVEMENTS

2018

Winner New South Wales Business
Southern Region – Excellence in
Export Services

2022

First Australian call centre to be
recognised and certified as
Australian Owned.



GEN LEADS OVERVIEW

MILESTONES



2010

Gen Leads launches in Australia introducing
it's pay by call lead generation services.

2015

Appointment setting based services are
launched in New Zealand.

2017

- Appointment setting based services are
launched in the United Kingdom.
- Additional tele-based services are launched in
Australia, New Zealand, and the United Kingdom
to assist with clients demands.

2018

Appointment setting based services are
launched in the United States of America.

2021

Appointment setting services are launched in
the Asia region



Sydney,
Australia

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FACILITIES

- Appointment setting
- Lead generation
- Outsourced business development manager
- Client retention
- Membership development services
- Marketing project management

OUR CLIENTS





TARGET

Identify prospects and creating an effective prospect list.



ATTRACT

Build a database, data cleaning and identifying decision makers



ENGAGE

Distribute personalised letters to every decision maker recognized as having interest in purchasing your product or service.



NURTURE

Call decision makers discussing the letter and setting appointment. If the leads are not ready we will nurture them on your behalf until a sale can be made.



RELATIONSHIP BUILDING

Regular ongoing contact with decision maker to build rapport and nurture.

Our refined lead generation strategies have been successful in generating thousands of successful sales calls for our clients. We are engaged by a range of businesses across the SaaS and online spectrum because of our knowledge and experience in the industry. Our clients also trust us to deliver the results they need and to protect their brands.

LEAD GENERATION STATS

44% of salespeople give up after one follow-up.
[Source: Scripted]

80% of sales require five follow-up phone calls after the meeting. [Source: The Marketing Donut]

It takes an average of eight cold call attempts to reach a prospect. [Source: Brevet]

Sales reps can spend up to 40% of their time looking for somebody to call. [Source: Inside Sales]

75% of 1,000 executives polled were prompted to attend an event or take an appointment as a result of a cold call or email. [Source: DiscoverOrg]

92% of all customer interactions happen over the phone. [Source: Brevet]



When trying to generate new business, a very careful lead generation strategy must be implemented. We have constantly proven that leads respond to professional communication that is prepared for, positioned and conducted properly like a genuine business call and not a spammy cold call. We have experience in fine-tuning both the target and the delivery of our clients' message to build a strong relationship and maximise sales opportunities.

Gen Leads was created with the view of charging clients a per call rate and not by the hour. This model was created based on feedback from those that had used other tele-based agencies previously. The costs that they had paid verses what they were originally quoted both in cost and time varied significantly. Our costing method enables us to complete call campaigns, deliver results with outstanding service while meeting clients budgets and forecasts.



APPOINTMENT SETTING

Isn't it telemarketing dead, you ask? Not if it's done properly and the calls are prepared for, positioned and conducted like a genuine business call. When you use Gen Leads to complete call campaigns for your business you are giving your call campaigns the life, personality, and professionalism that they need to win over and create relationships with your potential clients without the robotic script sound.

We aim to get the best possible outcome from our call campaigns with our professionally trained staff. If we are not getting the desired results or the results you are hoping for, we will stop the campaign. We then organise to regroup with you and go over any relevant changes that we feel need to be made before commencing with the calls.

Our priority is always about getting you the best results and bringing value to any call campaign we take on.

Gen Leads is able to assist with the following tele-based call campaigns:

- * Cold calling
- * Re-engagement calls
- * Appointment setting
- * Customer feedback/satisfaction
- * Lead nurturing
- * Database cleansing
- * Event booking, confirmation and follow up



YOUR OUTSOURCED **SALES MANAGER**

Every business needs sales - but what do you do when your sales managers are at capacity?

With Gen Leads outsourced sales manager services we ensure your sales funnel is continuously being filled while your employed sales managers focus their time on relationship building and closing sales.

Gen Leads also understands the importance of lead nurturing which is why all of our sales packages include this service. If we call a lead that requests a follow up on a certain date we will ensure that the lead is contacted and followed up exactly when it is requested.

Our lead nurturing services help build relationships between the lead and your business. We are able to stay in contact, building a relationship and nurturing the lead. Once the lead is ready to progress with a sale we will pass it on to your relevant team member.

This allows us to continue our conversation, touch base and communicate with the lead without relying on other members of your sales/admin team.

When using Gen Leads sales manager services we become one of your team just in a different office!



MEMBERSHIP SERVICES

In an ever-changing technological world, Gen Leads believes it is important that members feel welcome, understand who they are dealing with, who can help them and what support/training is available to them as a member of your product or service.

Our membership service increases members confidence as well as improving membership activity and retention. We will go through any questions they may have, highlight upcoming events, ensure that the member knows how to make contact if needed - and most importantly make sure the member feel appreciated!



CLIENT RETENTION

Retaining customers is more than just sales; it is about nurturing ongoing relationships that drive revenue growth. Our strategies are simple yet extremely powerful. By building strong, ongoing relationships with your clients, we are able to retain clients that you may have thought you once lost.

This revenue potential is further aerated by the lower costs you have to put into retaining clients, which are five times less than the cost of acquiring new clients. Loyal customers are what make a brand stronger, healthier, and more profitable.



BUSINESS DEVELOPMENT

When using our business development services we ensure that our staff are trained on your product, the sales process, conducting demos, lead nurturing and closing sales.

Our business development services include a vast array of services including cold calling, identifying business opportunities, generating new leads and building long-term relationships.

Why all of this? Because while your business may not need a BDM at this stage, the other departments are just as important when it comes to lead generation and require just as much thought and strategy so that your business succeeds with more closed sales.



EVENT SUCCESS

Gen Leads event success service covers from the beginning of your event journey through to post event services. We are able to book in attendees, confirm registered attendees attendance and follow up after the event or webinar to either book the prospect in for a sales demo or obtain feedback.

If your company finds itself booked back to back with upcoming expos, hosted dinners, networking, webinars or roadshow events you may see yourself and your sales team traveling across the country, with no time to follow up with leads that you spent hours meeting at each event on the roadshow circuit. This is where Gen Leads can assist with our event success services.

CONFIRMATION CALLS

Confirmation calls are important for all events as they are not only a great reminder to people that the event is on, but they provide you with confirmed numbers and any dietary requirements you may need to pass onto your venue before the event. If the prospect is unable to attend we can book them in for a demo with one of your sales team – ensuring that the sale is not lost!

INDUSTRY-FOCUSED EVENTS

Focused events are a great way to meet prospective clients and showcase your service/product to a broader audience & multiple prospects in one go. After an event Gen Leads is able to contact the leads, to book them in for a sales demonstration or nurture the lead until they are ready to book in for an online demonstration with one of your sales team members.



OUTSOURCING YOUR LEAD GENERATION

Lead generation outsourcing is 43% more efficient than generating leads in-house because lead generation companies have more expertise

Lack of resources such as staff, funding, and time remains the biggest obstacle to successful lead generation efforts for 61% of B2B marketers

79% of marketing leads never convert into sales. Lack of nurture is the main cause for this

Companies that excel at lead nurturing generate 50% more sales ready leads at a 33% lower cost

CONTACT INFO



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