



# Outbound Lead Generation

Use Case of Intelligent Prospecting



# Challenges for today's DemandGen & Sales teams



## Identifying Sales Opportunities

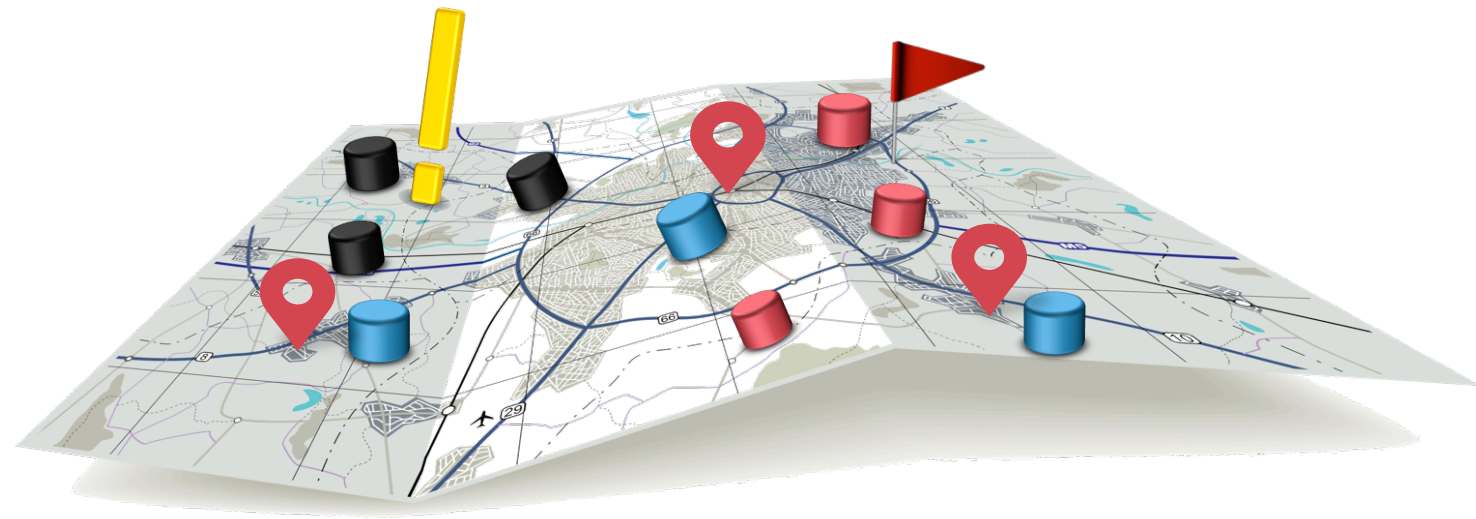
Sales & Marketing leaders struggle over how they can deploy their limited resources to quickly find sales opportunities. Many times this can be attributed to a lack of market intelligence and visibility .

## Maintaining Focus

Given the workload that marketing and sales professionals take on; keeping up with prospecting and lead-nurturing can become laborious and sometimes lack the needed sense-of-urgency that other tasks take on.

## Ongoing Predictability

Out of necessity, many companies focus on near-term business. However this can have a detrimental effect on identifying and developing longer-term sales leads, which will provide predictability to the future pipeline.



# How TLE Helps



## Adding Intelligence to Data

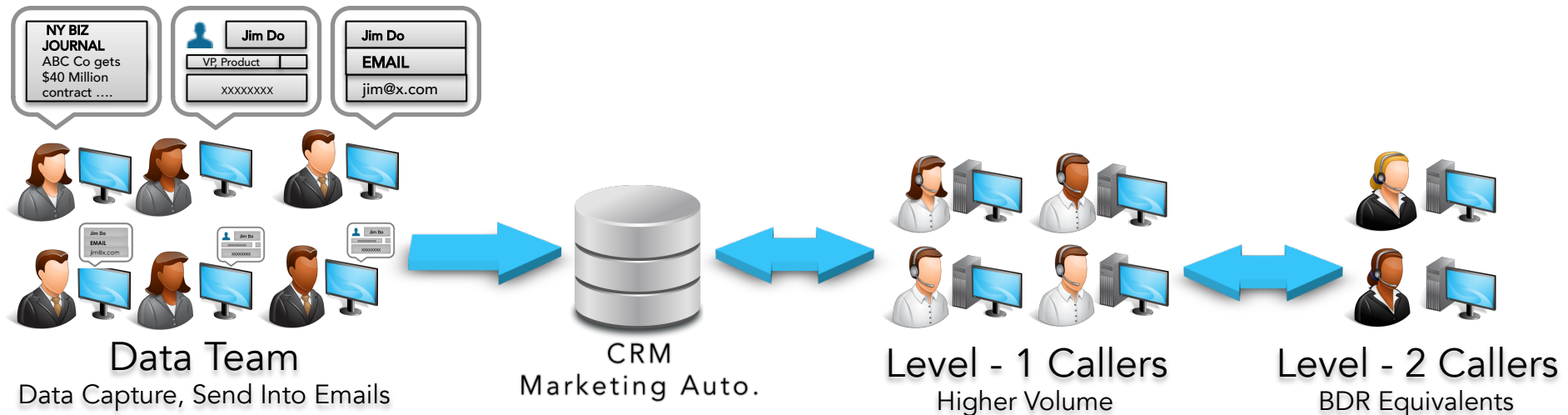
In addition to capturing large amounts of persona-specific contacts (and their details) for a campaign, TLE's Data Team can analyze volumes of "dynamic data" on suspects in order to prioritize them for prospecting. This dynamic data can be in the form of content like business journal articles, press releases, business ranking lists or other content that our client would look at and say "... we need to call This company, now ..."

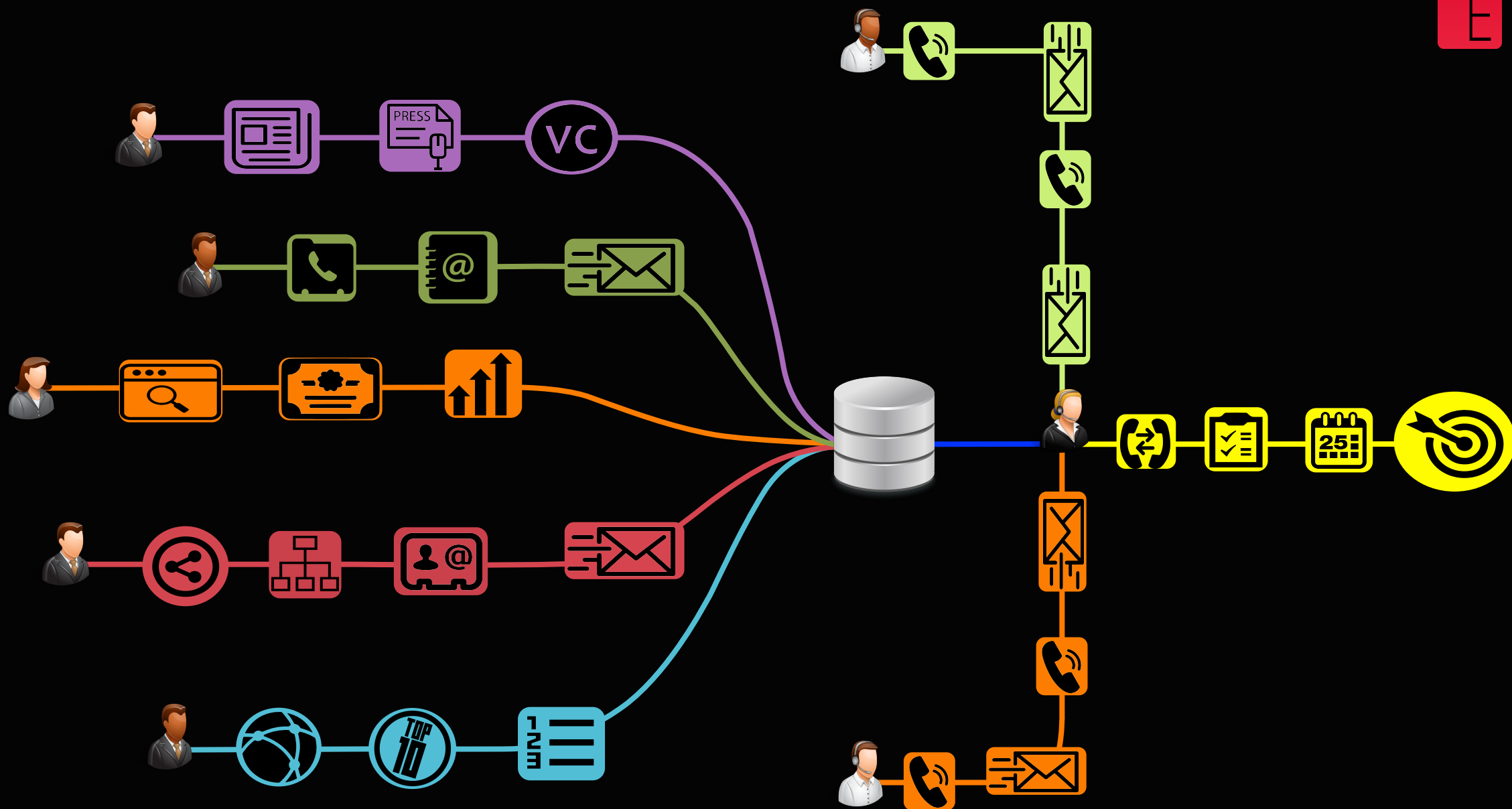
## Mass Personalization

This fresh data can be used for marketing automation, **AND** by Level-1 Callers. Callers can follow-up with contacts in a high-volume & personalized manner. One tactic is having callers send an email to a contact that references a voicemail we left the contact. Response rates have quadrupled when the contact sees they were valued enough to warrant a personal telephone call and email from an actual human. We have also seen email engagement & email-forwards increase exponentially.

## Deep Qualification & Nurturing

Level-2 Callers are able to qualify contacts as deeply as our clients would like, extracting intelligence for client-reports, while nurturing the upcoming lead. Many times we invite contacts to webcasts or schedule meetings between the contact & our client.





# Intelligent Prospecting

providing

# Market Intelligence



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