

Still waiting for word
of mouth to kick in?



WORKPUMP

think bigger.



Workpump's lead generation program can fill your sales pipeline with qualified leads.

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How Workpump's unique lead generation program helps you.

1. Combines phone, direct mail, and email.
2. Outperforms any single channel alone.
3. Reinforces your value proposition and message.
4. Builds relationships.
5. Drives toward a key sales objective.
6. Works for appointment setting, events marketing, webinars, and more.

Key sales objectives to fill your pipeline.

- Appointment setting for sales rep.
- Self-registration on a website.
- White paper download.
- Event registration.
- Sign up for free trial.



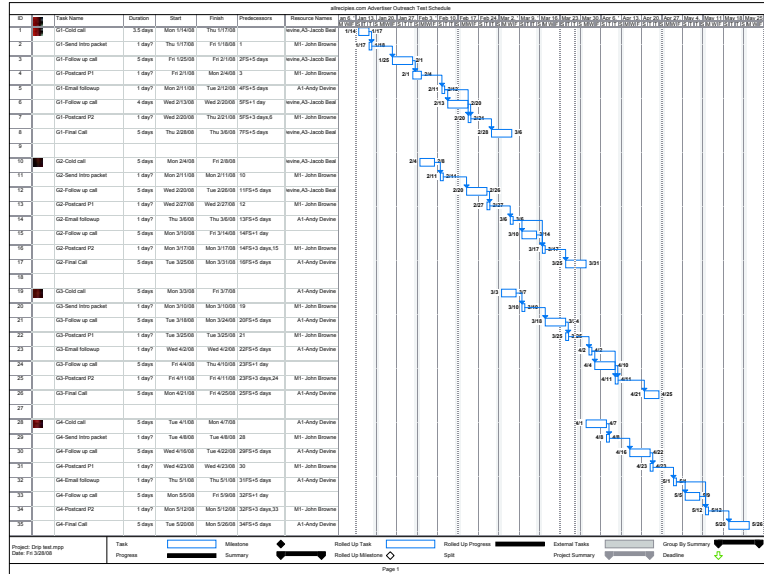
We begin by working with you to develop a strong value proposition, differentiation, message, and a compelling offer that can be used to create a sense of urgency.

Day	Interval	Task
1	0	Initial cold call
3	3	Intro letter with data sheet
8	5	Follow up call
15	7	Postcard P1
29	14	Postcard P2
43	14	Follow up call #2
57	14	Letter 2
71	14	Postcard P3
85	14	Phone call to set appointment
90	5	Letter to confirm appointment

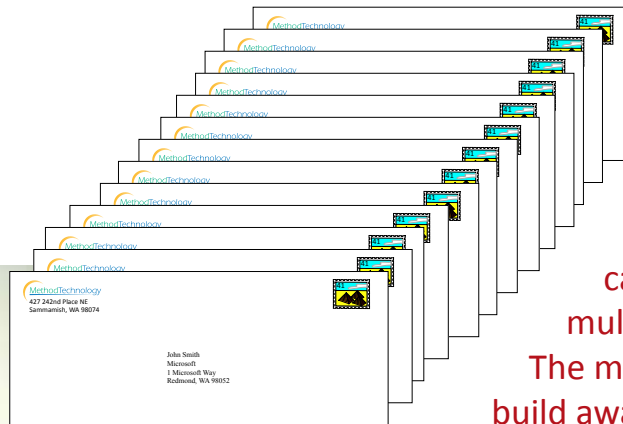
Sample 10 Step Multi-Channel Plan

Your campaign is carefully staged over a series of weeks. Each week or two your prospect will get touched by a phone call, direct mail piece, or even email*. Over those weeks you're building a relationship, creating brand awareness, and driving toward a sales objective.

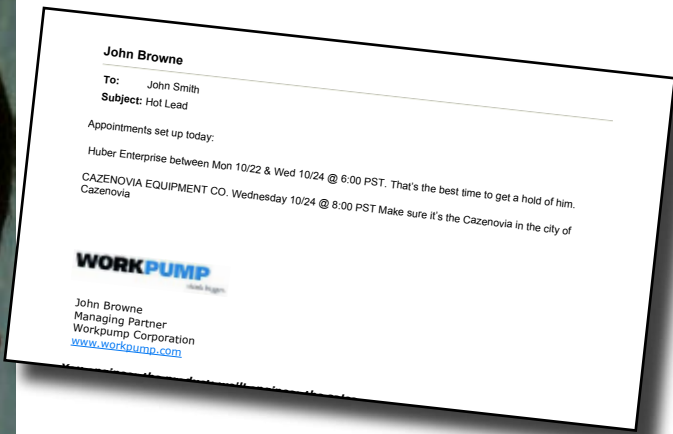
*Email must comply with Can-Spam regulations.



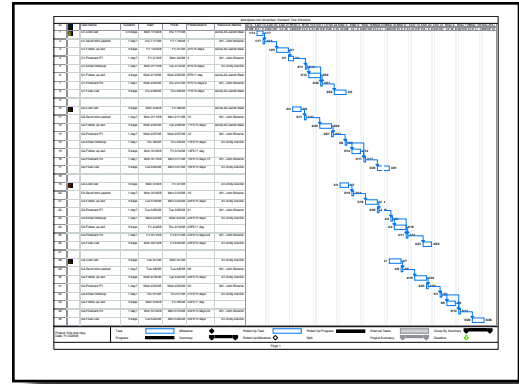
A detailed schedule of your project assists in resource planning.



A typical campaign includes several discrete call steps as well as multiple direct mail steps. The multiple touch points build awareness of your value proposition and offer.



As prospects express interest, these leads are handed off immediately to your dedicated sales team for follow up.



By bringing a new group of 100 to 500 prospects into the program every month, your sales team is ensured a continuous supply of new leads—and new business.

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Workpump's lead generation program **works**. To find out why companies like Allrecipes.com, Escapia, Greenwood Technologies, Method Technologies and more have chosen Workpump for lead generation, call us today at (425) 882-9971 ext 111. Or visit us on the web at www.workpump.com.

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