

# simplyDIRECT

SimplyDIRECT can help you create a new path forward despite current market conditions.

## Generate Leads in 5 Easy Steps

### Step 1. Choose your target audience.

If you need help, we can research your target accounts for you as well as target contacts.



### Step 2. Craft a survey.

Uncover what your prospects' motivators are and how that will affect their purchasing behaviors.



### Step 3. Launch your survey.

The survey is sent to your prospects via a multi-touch approach from "Gatepoint Research," the research side of our company.



### Step 4. Follow up.

Because you have uncovered your prospects' key qualifiers with the survey, you know how your solution would fill their needs.



### Step 5. Nurture.

Use the real-time peer-to-peer market research that you've uncovered through the survey to create content that will resonate with your audience.



simplyDIRECT

programs help overcome the hardest part of sales...  
getting someone to agree to talk to you.

With 20+ years' experience producing **opt-in survey leads**, we've developed extremely **targeted campaigns** guaranteed to achieve results. We use a combination of custom-built contacts, opt-in surveys, and content marketing to help you **engage senior executives**.

In fact, every year more than 20,000 thought leaders share their ideas, concerns, and future plans with our clients to help them anticipate market needs and innovate new solutions.

Experience how simple and direct this process is:

Take our 4 MINUTE SURVEY

You can also reach us at  
[sales@simplydirect.com](mailto:sales@simplydirect.com) and 800-277-1994