

# Intelligent Sales Leads: Are you buying leads, or just a list?

simply**DIRECT**



How does your lead generation vendor define a “lead”?

I am **BOMBARDED** by emails from companies that want to generate leads for me.

They ask me:

- “Could you use more meetings?”
- “What could YOU do with more BANT leads?”
- “How would you like to be guaranteed a **20% conversion rate?**”



We’ve been on both sides of lead generation buying and selling.  
We can save you some trouble.



Outrageous conversion rate claims are—and you know this—too good to be true.

**Big, meaningful deals are as rare as a needle in a haystack, so you have to find the right lead generation vendor by asking these big, meaningful questions:**

1. How do they define a “lead”? (Watch out! Phrases like “BANT” are red flags!)
2. Are they providing names and contact information? (Subtext: Are you buying a list or are the “leads” individuals exhibiting some specific behavior?)
3. Are the leads individuals who will influence the decision, sponsor a client journey or speak meaningfully about the account’s pain points?

4. Will the leads only come from your target account list?

5. Will the leads have answered detailed questions about their pain points and given an indication on how we could help solve them?

6. Will leads who opt-in be contacted by your own highly qualified sales teams? (Did they give permission to be contacted?)

7. How is the handoff handled? (Correct answer: YOUR team contacts YOUR leads. The relationship starts with the first contact.)



**Stay tough. Not only because you owe it to your employer, but because there are legitimate, professional services that CAN find those needles for you.**



The Inuit people have over a dozen words for “snow,” each with a different meaning. When talking about leads, marketers and lead generation vendors can easily match that. While they all may provide valid explanations, only you know what you need to make sales. Make sure you’ve selected the right vendor for your lead generation needs.

## About SimplyDIRECT and Gatepoint Research

[Click Here](#) to see our 90 sec demo

SimplyDIRECT, through its subsidiary Gatepoint Research, designs, drafts and deploys opt-in, by invitation-only surveys to management-level executives within a client’s target companies. Using web, phone and email-based data collection, its cutting-edge IT trends research and data analysis helps in the generation of custom reports and thought-leadership content. The company has deployed over 2,000 surveys since 2000 and engages more than 15,000 decision-makers each year.

For more information contact us at:  
Email [sales@simplydirect.com](mailto:sales@simplydirect.com)  
Phone [800.277.1994](tel:800.277.1994)

# simplyDIRECT