

Custom Lead Generation

How it works:

- Connect research and registration team has consultation call with client
 - Unique selling advantage
 - Segment
 - Competitive set
 - Sweet spot/key targets
 - > Peak rooms
 - > Pattern
 - > Seasonality
 - > ADR
- Connect Market Director develops script based upon planner qualifications
 - Benefits
 - Call to action
- Connect Market Director pulls records from our expansive planner database
- Connect Market Director supplements our records with new business development research
 - Internet prospecting
 - LinkedIn prospecting
 - Insight report
- Connect Team contacts 1,000+ prequalified planners
- Brand equity is built with every touchpoint
 - Phone
 - Email
 - Handwritten notes
 - Voicemail left with each phone call
 - Follow-up email sent after each phone call
 - In-person interaction

Total Price: \$30,000

Connect

For more information, contact your Connect regional sales director or VP of Sales Matt Johnson, at mjohnson@connectmeetings.com or 678-987-9925.