

# LEAD GENERATION - BUSINESS DEVELOPMENT

The Growth Partnership engages in sophisticated “nurture” marketing: the premise that after a firm has defined its ideal prospect set, it should demonstrate a sincere and ongoing commitment to securing those prospects as clients. Accordingly, our program is balanced between short-term marketing that results in appointments with decision-makers, and long-term relationship building that is designed to convert your prospects to clients over time.



## PROSPECT IDENTITY CAMPAIGN SET-UP

Our services are offered on a “prospect exclusive” basis with campaigns generally structured around an industry niche. After the prospect profile criteria are defined, and the “future client” list is created, TGP works with you to develop a series of testimonial-based, custom designed mailers.



## DATA VERIFICATION

Once the ideal prospect set is defined and the database is created, data verification calls are made to ensure the accuracy of the list. Each prospect is contacted to verify we have the correct decision maker and the contact information is accurate.



## INITIAL MAILINGS

To build firm awareness, the prospects receive the custom designed mailers over a period of two weeks. Following delivery confirmation of the final mailer, your account manager operates seamlessly as part of your organization, making follow up phone calls. Calls will result in face-to-face meetings or continued follow up, demonstrating your sincere desire to earn the prospects’ business.



## INTRODUCTORY MEETING

Scheduling face-to-face meetings is only the first step. TGP also provides detailed contact information and industry research reports. One-on-one coaching is also scheduled to assist you in the preparation, interaction and follow-up for the prospect meetings.



## BUILDING RELATIONSHIPS OVER TIME

Nurture marketing involves building relationships strongly rooted in a bond or connection that is developed over time.

Many firms incorrectly assume their lead generation efforts end with the initial contact or meeting, but this could not be further from the truth. Up to now, every step in the lead generation process has focused on establishing initial awareness of your firm among the targeted prospects. At the conclusion of the initial contact or meeting, you have effectively placed yourself on the prospect’s radar screen. Next, you must focus your efforts on making sure your firm is entrenched as the prospect’s “next” CPA firm.

Our proven nurture marketing process consists of regularly scheduled correspondence with the prospect, usually in the form of a recent newsworthy article. Additional calls and voice mail messages are an integral part of this stage of the engagement. Most importantly, your prospects will receive timely bulletins from you regarding any regulatory, legislative or governmental changes that may impact their organization. Our goal is to make sure your prospects consistently hear breaking news from you first.

TGP’s nurture marketing approach demonstrates your sincerity in courting these potential clients. Because you have identified the prospects that would be ideal clients for your firm, it is easy to commit to our approach, knowing that it is just a matter of time until you have the opportunity to land the account. Whether that opportunity comes tomorrow or three years from now, you will be impeccably positioned to take advantage of it when it occurs.

## BENCHMARK

History and years of experience have allowed us to develop benchmarks for successful lead generation campaigns. TGP’s Lead Generation Services department boasts a 60-65% contact rate. The appointment conversion rate is 10-15% of those contacted.

## MONTHLY REPORTS

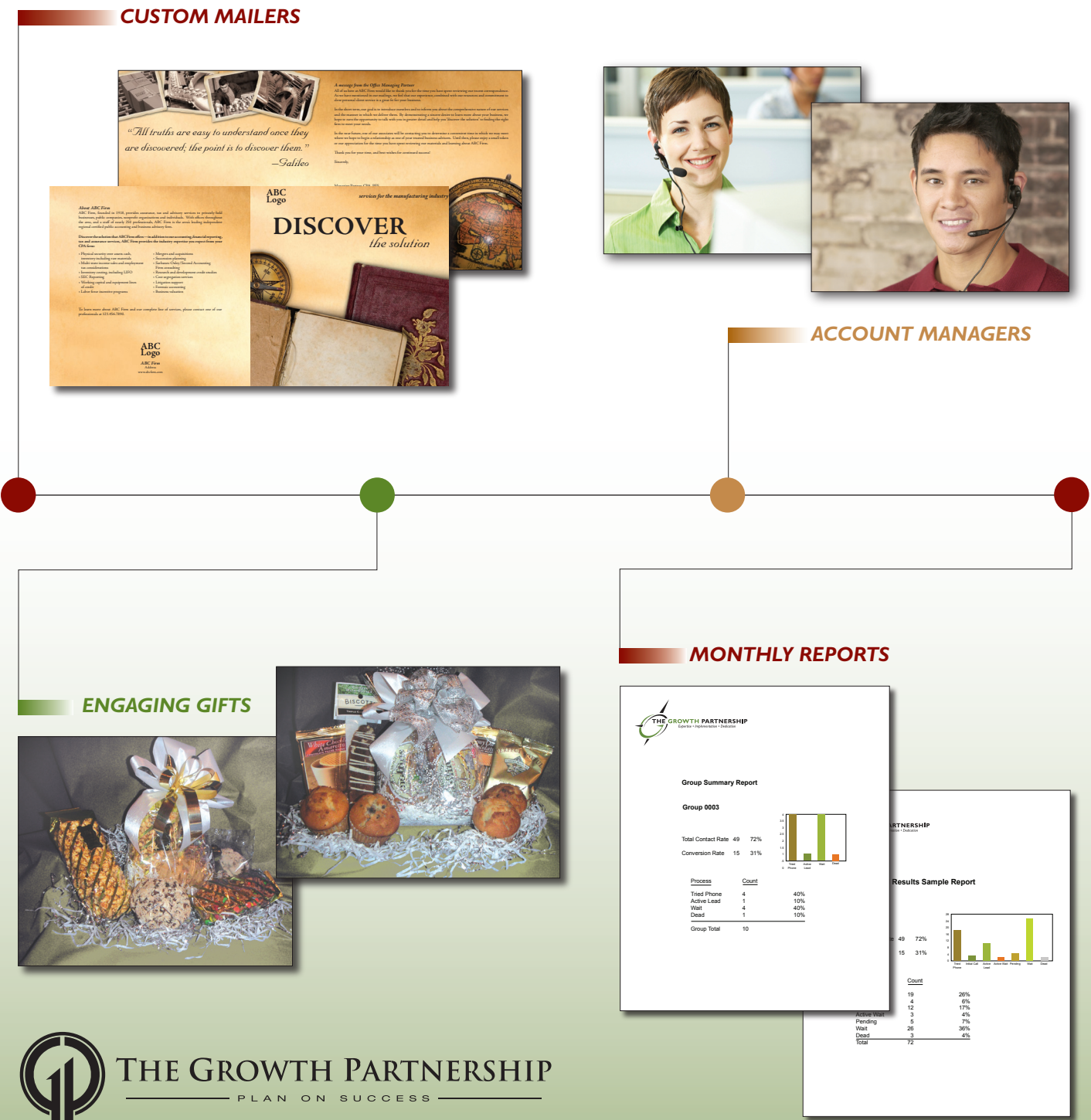
The Growth Partnership will provide monthly management reports, including Actual Results Reports, Prospect Summary Reports and Detailed Profile Reports.

## COACHING AND TRAINING

In addition to a four-hour preliminary session of **The Reluctant Salesperson®: A Realistic Approach to Practice Development For The CPA**, held at your office, one-on-one coaching calls will be scheduled to assist you and your team in the preparation, interaction and follow-up of the first five prospect meetings scheduled. Additional training and coaching is available.

# LEAD GENERATION IS A PROCESS...

“Lead Generation is a process rather than an event... and by following a series of steps, your firm can generate a steady flow of solid leads, thereby producing predictable and measurable results. The key is to introduce your firm in a memorable manner to a highly targeted set of prospects.”



## LEAD GENERATION SERVICES

Nurture Marketing is a process, not an event.

“We have implemented five lead generation campaigns with TGP and have realized a **200% return on our investment** each year since the beginning of the relationship. Because of the great results with our prospects, we have added our existing clients to TGP’s nurture marketing process.

Our thanks go out to the entire staff at The Growth Partnership for helping us share our story and for changing how our firm does business forever.”

**Scott Bates, Partner**  
Cornwell Jackson

