

# RAMP™ LEAD GENERATION AUDIT



## A SIMPLE SOLUTION TO A COMPLEX PROBLEM

For years now, software companies continue to list "lead generation" and the lack of highly qualified leads as the number one obstacle they face in attempting to reach their sales goals. Whether software companies struggle with lead generation due to a lack of internal resources, expertise or bandwidth issues - it's a critical problem that's getting more difficult to solve every year.

Successful lead generation is no longer the simple, activity based effort of the past. Traditional activities, that worked just a few years ago, seldom work in today's market. Gone are the days when a company could rely on a single activity to produce highly qualified leads.

Because successful lead generation is such a complex process, many software companies simply don't know where to begin. That is...until now.

Over the last decade, Pipeline Direct Marketing Solutions has perfected a unique closed loop lead generation audit specifically designed for software companies. Based on industry-leading, best practices our RAMP™ lead generation audit provides a proven roadmap for software companies to build successful and sustainable lead generation results.

Using our exclusive RAMP™ audit process, our direct marketing specialists will come on-site and analyze your current lead generation strategies and processes. After a thorough review, they will make specific recommendations, set prioritized objectives and provide a roadmap to solve your lead generation issues in just two days!

## KEY BENEFITS

- A proven closed loop methodology and lead generation process based on industry-leading best practices.
- Shorten current sales cycles by identifying and focusing resources on highly qualified prospects currently in the purchasing process.
- A sustainable plan to generate quality leads now and a long term plan for continual lead generation success.
- Increased long term leads by accurately targeting prospects when they are in the research, evaluation and purchasing stages of their buying cycles with proven database marketing strategies.
- Eliminate "fingerpointing" relating to the quality and quantity of leads by creating accountability, measurability and visibility from both sales and marketing.
- Substantial savings of time and money by focusing marketing dollars and resources on activities that produce highly qualified leads.
- Enable sales teams to focus only on highly qualified leads by maximizing marketing and lead nurturing programs.
- Accurately forecast future sales by building a predictable marketing forecast.

## DELIVERABLES

- A pre-audit call (prior to the on-site session) to prepare documentation and historic data.
- A two day, on-site working session to review processes and conduct interviews with key marketing, sales and management staff.
- An introductory kickoff meeting to review closed loop lead generation methodology with select members of the management team.
- A detailed, objective review and assessment of each individual component of the RAMP™ closed loop process including: strategic marketing initiatives, lead generation activities, CRM usage, database marketing, sales process, lead management practices and database marketing plan strategies.
- Identification of specific problems, strengths and weaknesses in regards to current marketing & lead generation processes, internal resources, personnel, and external resources.
- A debriefing session at the conclusion of the second day with assessments, specific recommendations and prioritized goals and objectives.
- A written report with full documentation of findings, recommendations and prioritized objectives (optional - additional fees apply)

### Pricing

RAMP™ Lead Generation Audit is priced at US \$2995, plus travel and accommodations. The audit is delivered on-site over a two-day period.

### Contact Us

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