

## **Strategic Lead Generation**

*Goal:* To use existing relationships and strategic relationship development skills to create targeted business development opportunities for clients

*Process:*

Create a list of targeted prospects with our client

Build a strategic relationship development plan to connect to the identified prospects

Implement the plan

*Deliverables:*

Direct meetings with targeted prospects

*Fees:*

We generally charge 10% of new incremental gross revenues from the connections we make for our clients. We will adjust our fee arrangements to address client industry practices regarding gross revenues.

*We work with diverse clients and customize this service offering to meet their specific needs. We help the good become great and the best become better. Our clients realize a whole new appreciation of networking and connecting to people when using a strategic perspective.*