

# LEAD GENERATION SERVICES



# PROVEN EXPERTISE

Founded in 1992, our credentialed industry experts develop and implement high-level marketing and sales support services. We excel in delivering qualified leads to clients and have a proven track record of providing essential market insights to the technical healthcare industry. With over 95% client retention and an above-average staff tenure of 10 years, we are very proud of our reputation and the company culture we have created.

## WHAT TO EXPECT

- ✓ Consult on Best Practices Specific to the Healthcare Technology Industry
- ✓ Qualified Appointments Scheduled
- ✓ Daily Prospect/Client Calls Offering Value Proposition
- ✓ Weekly One-on-One Strategic Planning
- ✓ Weekly Quality Assurance Review, Oversight & Reporting
- ✓ Documentation Provided to Populate your CRM



## OUR TEAM MEMBERS

A dedicated team of industry professionals with a proven track record in high-level appointment setting is what sets us apart.



**JESSY CARLISLE**



**CINDY AND ROBIN, PRINCIPALS**



**GRAHAM GOFF**

# WHY CHOOSE US?



**Lead Generation**



**Results**



**Unrivalled Service**



## CORE COMPETENCIES

- ✓ High-level appointment setting
- ✓ Client satisfaction/upsell campaigns/win-loss
- ✓ Event optimization: recruit for trade shows, webinars, user group events
- ✓ Brand awareness in targeted territories
- ✓ Demand generation marketing

## COST / BENEFIT SUMMARY

### INITIAL CAMPAIGN ENGAGEMENT

#### Calculation A: 20%

- 20% Closure Rate of Hot Leads
- $30 \times 20\% = 6$
- $\$250,000 \times 6 = \$1.5M$
- $\$1.5M - \$62,500 = \$1,437,500$

**Campaign ROI:**  
**\$1,437,500 Million**

#### Calculation B: 50%

- 50% Closure Rate of Hot Leads
- $30 \times 50\% = 15$
- $\$250,000 \times 15 = \$3.75M$
- $\$3.75M - \$62,500 = \$3,687,500$

**Campaign ROI:**  
**\$3,687,500 Million**

- Assuming your product or services sell for \$250,000.
- Assumes market yield of "hot leads" at 6%: (500 completions  $\times$  6% = 30 hot leads.)
- Calculation A: Assumes Closure Rate of 20%; Calculation B: Assumes Closure Rate of 50%.





## TESTIMONIALS

*"In a time where we were in great need to expand our sales funnel we needed help. At a separate company the management team hired NIHR years ago and it was clear we could use their services at this time. The results were immediate' so much so we extended our contract with NIHR. As the VP of sales at a fast growing software company; NIHR was like having additional sales people on my small staff. Thank you." - Jay R., Independent Consultant*

*"I know I can give a new project or task to our NIH Research team and I don't have to worry about it . . . it just gets done." - Christy W., Director of Marketing/SA Ignite*

*"NIH Research and Consulting continues to deliver extraordinary results on a timely basis at a market competitive price. The staff is knowledgeable of the Healthcare Market and remains committed to the agreed upon targets/goal for a given research project." - Ray I., M\*Modal*

*"The lead generation team at NIH has consistently exceeded my expectations. When we first hired NIH Research to conduct our lead generation efforts, we hoped for a 5-6X annual return on investment (ROI). However, within the first fiscal year the team was able to generate a 10X ROI." - Eric F., Manager Sales Operations, Marketing*