



## **Commercial Smart Leads Program**

### **Program Summary**

To review the history of the Commercial Smart Leads Program, CEO Direct Marketing Services developed a telemarketing lead generation program that has been very effective at helping commercial roofing contractors reach their target markets, develop new business opportunities, increase sales, receive a strong return from their marketing investment, and grow their business.

Each Package is customized to meet the needs of commercial roofing contractors, from creating profiled lists of targeted prospects to writing the Call Guide and emailing the requested number of leads.

CEO Direct keeps the sales pipeline full of strong qualified leads, including appointments, so that selling efforts can be focused on closing new business and not cold calling and trying to find the commercial and industrial roofing needs in the target markets.

There is no contract. The contractor orders the number of leads needed for their target markets (there are three Package options), specifies the number of leads needed weekly, and then reorders based on their ongoing needs - number of sales people, season, marketing budget, and business conditions.

Procedurally, the sales leads are emailed to the contractor. CEO Direct works exclusively for each contractor and doesn't send any lead to another contractor. Approximately 10% of the leads are appointments. CEO Direct will replace any lead that is not within the contractor's specifications.

CEO Direct's objective is to ensure that every contractor receives strong value from their Commercial Smart Leads Program Package and reorders on an as needed basis.

### **Definition of a Qualified Lead**

Each lead is four-way qualified as follows:

- Phone contact with a roofing decision maker/influencer in the target market specified by the contractor (industry, size, and geographic area).
- Request for a Commercial Roofing Solutions Information Kit. The kit can be mailed or hand delivered by the contractor.
- Answers to qualification questions: roofing needs and plans, building and roof information, project budget and timing.
- Agreement to receive a follow up call or an appointment to meet with you.

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## Package Options

**Silver Package:** 15 Qualified Leads (including appointments) - \$1,400

**Gold Package:** 25 Qualified Leads (including appointments) - \$2,200

**Platinum Package:** 50 Qualified Leads (including appointments) - \$4,200

## Return on Investment Calculation

Following is a sample ROI calculation for the Commercial Smart Leads Program:

Gold Package (25 leads)

Sales Lead Conversion Rate: 10% within one year (average business rate)

Sales: 2.5

Revenue: \$100K (\$40K average x 2.5)

Profit Margin: 8% (conservative estimate)

Gross Profit: \$8,000

Cost of Leads: \$2,200

Net Profit: \$5,800

ROI: 264% ( $\$5,800/\$2,200$ )

## Testimonials from Commercial Roofing Contractors:

"For five years we have used the Smart Leads Program to build our business. We love the program." M. Johannes, President, Nations Roof East

"We've tested other lead sources and the Smart Leads Program has consistently provided us with strong qualified leads. We're very satisfied."

A. Squilla, Vice President, Hayden Building Maintenance Corp

"The Smart Leads Program has helped us target and close new business during these difficult economic times." P. Cooper, President, Elite Roofing

"Our customized Smart Leads Program has been critical in helping us penetrate new markets." D. Stokes, Vice President, Advanced Roofing

## Commercial Smart Leads Program website and Order Form:

[www.CEODirectMarketing.com/SmartLeads](http://www.CEODirectMarketing.com/SmartLeads)

## Contact for more information:

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