

When it comes to new business...

Connections Matter.

There is an art to having business development conversations with prospects and customers.

We do more than B2B lead generation for our clients- we partner with them to identify new business opportunities and establish high-quality relationships that start strong, stay vital and evolve into long-term partnerships.

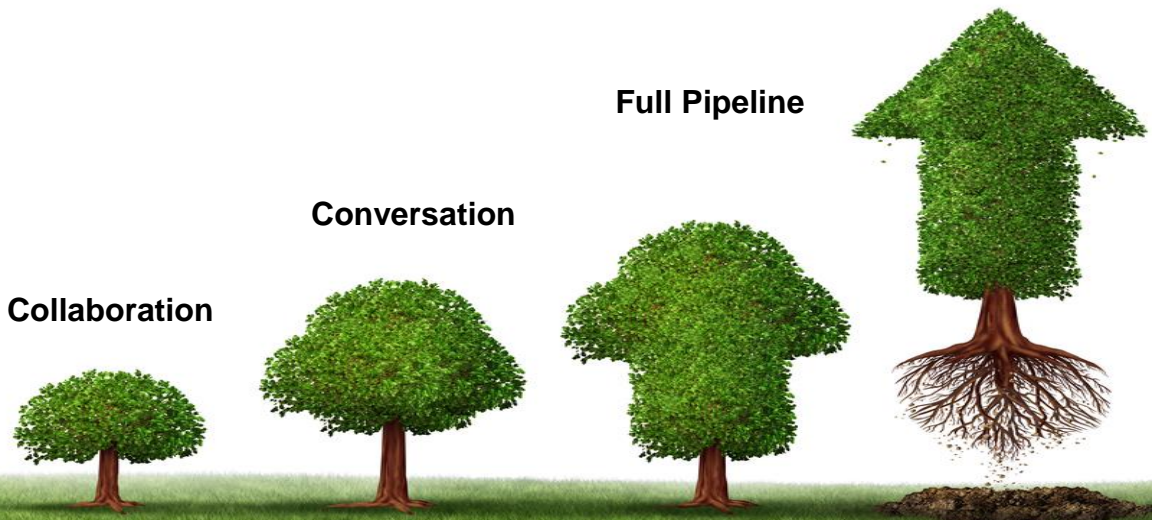
At Connects Marketing Group, we are committed to personalizing, customizing and humanizing B2B lead generation, business development and sales program management for our clients. Our people and their attitudes are our greatest strengths. A seasoned team of naturally curious and enthusiastic professionals, we are committed to your success and filling your pipeline with highly qualified business opportunities.

It's **All in the Connections** we will make for you.

A partnership with Connects Marketing Group means...

- ✔ A dedicated team is working on your behalf.
- ✔ We are a seamless extension of your team.
- ✔ Our work integrates with your business processes.
- ✔ We will define and execute strategies.
- ✔ We will implement the necessary tools.

Exponential Sales Growth



Business Development: Connect with your markets

- ✦ **Lead Generation:** Fill your sales pipeline with highly qualified leads
- ✦ **Lead Nurturing:** Maintain and manage your sales pipeline until ready to close
- ✦ **Account Mapping:** Profiling needs and opportunities for expanding key accounts
- ✦ **Appointment Setting:** Scheduling set time/date appointments to make your sales team more efficient

Market Insights: Understanding your markets

- ✦ **Market Research:** Develop a better understanding of your customers and markets
- ✦ **Competitive Analysis:** Find out who your competitors are what they are doing
- ✦ **Voice of Customer:** Survey to capture what your customers think, want and need

We love to work with people in these industries...

- ✦ Engineered Industrial Components
- ✦ Software
- ✦ Service Companies
- ✦ Coaching
- ✦ Healthcare and medical instrumentation
- ✦ Scientific and laboratory instrumentation
- ✦ Electronic Components
- ✦ Financial Services
- ✦ Marketing and Research
- ✦ Business Intelligence

[Contact us today for your free consultation!](#)

“Connects Marketing Group was able to quickly understand a complex product, then reach out to new prospects to generate qualified leads. The knowledge we gained from their conversations helped us to better understand the opportunities to grow market share for our product. Working with them was a pleasure.”

**Meredith Williams,
Executive Director of
Marketing, Clabber Girl
Corporation**



CONNECTS
MARKETING GROUP

