



## Lead Generation/Business Development

Are you struggling to consistently find new customers?

We can help generate a consistent flow of new customers to your business.

- Business Development
- Strategic Marketing
- Advertising & Communications
- Web Marketing
- International Business
- Expense Reduction
- Government Grants
- Tax & Financial Planning
- Productivity Increase
- Talent Recruitment

"I am impressed with the results of BCC's business development programs. Our district sales managers just love them. More prospects per day result in higher closing rates, fewer cold calls and lower cost per appointment."

Joe Klosterman  
General Manager  
ARGO USA

ARGO USA is a division of ODG (Ontario Drive & Gear), a world leader in the manufacture of amphibious vehicles, custom gears, and transmissions across North America.

The peak and trough rollercoaster is a far too common scenario with small to mid-sized businesses. When times are good and sales are flourishing many companies simply do not prepare for the inevitable dry spell and end up stressed, making ineffective cold calls and scrambling to make sales.

Our expertise is assisting small to mid-size companies (B2B) achieve significant and measurable growth in sales revenue.

### Our clients want to:

- Attract more clients, more consistently
- Eliminate cold calling for their sales team
- Develop an effective, comprehensive and ongoing lead generation program (either internally or via outsourcing)

### For clients looking for an outsourced lead generation solution, we offer:

- **Performance-based appointment setting programs**  
– Pay for qualified sales appointments only
- **Hybrid appointment setting / lead generation programs** – Reduced hourly rate + success fee based on qualified appointments / leads generated
- **High volume lead generation programs** – Designed for simple, straight forward business products / services – offered at a low hourly rate
- **Virtual inside sales force** – we will assume the role of your inside sales team generating initial leads from our cold calling efforts and nurturing them until they are ready to engage with our clients.

PUT US TO THE TEST

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