

B2B Appointment Setting Services

We cold-call target accounts and qualify marketing leads to provide your team with highly qualified sales leads.

LEADING EDGE
CONNECTIONS



We generate leads, you generate profits

- Save time, money, and effort. We can eliminate the need to continuously hire and train an inside lead generation staff.
- Let LEC provide you with a team of B2B appointment setting professionals that will call on behalf of your company.
- We cold call new prospects, follow-up on marketing leads, and even conduct market research. We provide whatever your reps need to keep them focused on selling.

Knowledgeable staff for your sales team

Are your sales people doing their own prospecting? If so, they're losing valuable time that could be spent nurturing and closing deals. With LEC, you'll get an entire team working to deliver new appointments while driving efficient pipeline growth.

We'll do what your sales reps can't, won't, or shouldn't do. Cold call. We align our messaging with yours to provide a seamless experience for your prospects.



B2B Appointment Setting

01. Familiarize

The LEC Lead Generation appointment setting department will take the time to become educated on your product and company.

02. Aggregate

We target decision makers at companies you want to do business with and position your product or service as a solution to their pains.

03. Engage

We'll engage your prospects in value-based, meaningful conversations that yield meetings and provide a flow of valuable appointments for your sales reps.

04. Schedule

Your LEC Lead Generation department will send calendar invites, confirm meetings, begin meetings with a hand off to your rep, and even reschedule meetings.

We're experts with modern sales tools, so you don't have to be!

With hands-on experience in B2B's most innovative apps and tools, we take a data-driven approach to continually improve prospect outreach and set more qualified meetings for your team. Whether we work directly out of your CRM or provide lead details and insights manually, you always get full visibility into our process.



Build a sales development department the right way

With LEC, you're not just hiring a single sales development rep. You're getting an entire sales development department at a fraction of the cost and effort of hiring internally.

For each project, we provide: a Success Manager to drive high-level strategy, a Project Manager to oversee day-to-day operations, and one or more Sales Development Representatives working diligently to set sales appointments with qualified leads.



What's it like to work with LEC?

"This project that we worked on with LEC not only helped us with lead generation, but also created market awareness. LEC allowed us to shorten the ramp time. We would have gotten there eventually, but we needed to get there quickly. And that's what LEC helped us do."

– Mike Kelly, CEO
ProcessBolt

"I appreciated how LEC never asked us for our scripts or our process. They were confident in their own approach, understood our use cases, and converted our strategy to their own methodology to make an impact."

– Bob Embelton, CEO
CicerOne

"LEC gave us the top of our funnel, which we were sorely lacking before. They helped us grow a somewhat 'ad hoc' inside and outside sales process into that of a professional organization."

– Joshua Engelbrech, CEO
ToolBelt

Find out how LEC can solve your B2B appointment setting & lead generation needs!

Eric Sims

esims@lec4you.com

813.385.1782 Direct