



## Demand Generation

In an era of increased technology and competition, companies are focusing more than ever on executing new methods of demand generation. Developing and increasing an effective sales pipeline is crucial for success - but can remain costly and time consuming to maintain. Incoho List Building is designed to help companies accomplish this goal without draining internal resources that are better deployed selling.

Our value proposition is simple: We increase your profit margin by having our sales specialists generate leads, build customer relationships and execute sales of your product, allowing you to concentrate on your core business.

This service maintains a two-step process - the first is researching leads and developing the initial list. The second is to call into the target companies in order to validate and develop contacts, target email opt-ins, and/or develop warm leads. This allows our clients to focus their internal sales team on making calls to pre-qualified potential clients instead of wasting valuable time cold calling.

Finally, with our call center based in the Philippines the entire solution can be delivered in a cost effective manner. We would be happy to review this service with you at your earliest convenience.

“Incoho’s telemarketing specialists have helped us effectively close deals in a market segment that previously required a door-to-door campaign. Their team really delivers.” – John Morris, Security Check

## Sales Pipeline



We can provide your company with:

- Database clean up
- New Lead Generation
- Information validation
- Target customer qualification/survey
- Tailored call campaign