

THE LEAD GENERATING SOLUTION

Generate More Business FASTER

Make the “Return” in ROI a reality!

Lead Generation

- **GROW** your sales pipeline and increase lead volume quickly
- **IDENTIFY** true decision makers within an organization
- **TAP** into new verticals and emerging markets quickly
- **TARGET** specific feeder cities

Benefits of Lead Generation

- Create new revenue from new sources
- Update contact information and add new contacts to your database
- Avoid wasting valuable time calling contacts that haven't expressed a need for your product, or those without the budget to acquire them

Opportunities exist in basic lead generation, appointment setting, special event registration, tradeshow follow-up and data cleansing.

Basic Lead Generation: (Use the MFG database, tradeshow follow-up lists, data cleansing, and more.)

This outbound prospecting program is a customized partnership between our advertising partner, Meetings Focus and SDR, an industry leader in hospitality sales efficiency programs. With direct access to the MFG database, SDR will act as an extension of your sales organization to uncover new business opportunities!



Appointment Setting:

Get sales people on the road and in front of their best prospects! This turn-key appointment-setting program will guarantee a three-day/15 appointment (5 per day) sales mission to meet with pre-qualified meeting planners just for your property or destination. This program includes prep, qualification, planning, scheduling and finalizing a sales trip (including directions, logistics and a full company profile) to your chosen target market!



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