

LEADS4TRADES

Quality domestic sales leads for tradespeople - WITH FRESH LEADS EVERY MONTH

Process of acquiring a Client

Approach

Speak to all types of businesses on our list - and any others you can think of. (Tell us about any types of business you deal with which aren't on our list. See the Customer Checklist on www.leads4trades.co.uk/agents/secure)

This works well by targeting a particular type of business. For example, alarm systems engineers. Run through all businesses of that type, one at a time, and phone them and say the following:

"Hello **<business owner>**. My name is **<name>** and I just wondered if I can run something past you? I've just started a new business which I'm very excited about, because I believe that I can help you expand your own business, which I think you would agree in the current economic climate is good news to any business.

We know that when people move house one of the first things they do is to consider how best to improve it, how they might protect it, make sure it is well maintained, and so on. They want to spend money on it to get it looking just as they want it. So they need to get in touch with local tradesmen and small businesses to do this.

Would you agree therefore that these types of people would make good customers for anyone who provides such services?

So wouldn't it be great if you were able to find out about all the people who have recently moved house in your local area before your competitors do?

Or

Would you benefit therefore from having a list of all the people who have moved house in the last month, so you can contact them and offer them your services before they contact your competitors? And would you benefit from getting an updated list month after month?

The reason I'm calling you is to offer you such a list of potential customers. We're contacting all **<Alarm System>** businesses today in this postcode area, as we are able to offer **just one of them** the opportunity to receive from us a list of people who have bought a house in this area in the last month.

For instance, in the **<postcode area>** alone last month, there were **<number of house movers>**. That's potentially **<number of house movers>** new customers for you. Even if only 1 in 10 were interested in your services, would you benefit from that level of new business? And we can provide a similar number of leads such as these to you month after month.

We know that this is valuable information, and we know from experience that that whichever business in this area which takes this information from us will benefit greatly. We're so convinced of the value that we're

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prepared to offer you the first month's information for free, if you sign up for just a 6 month trial. If you sign up for 12 month's we're able to offer you a 10% discount also.

We operate on a first-come first-served basis. It would be unfair to offer this to more than one **<Alarm System>** business in this area, and so would ask that if you feel that your business would benefit from this information, to get in touch before your competitors do."

If they ask, explain what information we give them – lists of names and addresses of people who have moved house during the most recent month for which data is available. We send it on an email or spreadsheet attachment, or for a small additional charge we can provide them pre-printed through the post on address labels ready to stick onto envelopes and marketing materials, or even send their own marketing materials ourselves at 10p per item plus standard cost of post (1st or 2nd class) appropriate for letter size (letter/large letter) up to 100g.

What we offer them

We provide small businesses with quality customer leads of people who have just moved house into their area. Therefore, people who are ready to spend money on services such as those they offer. We provide the opportunity for businesses to approach such customers before their competition even get to hear about them.

Pricing

See the Pricing Table at www.leads4trades.co.uk/agents/secure for details of price bands.

Pricing is based on the average number of leads we provide them on a monthly basis, as defined in the pricing table.

Discounts

We have an optional annual payment plan; when the Client makes payment for the whole year up front, we give them 12 months of leads for the price of 10. This equates to a 20% discount (e.g. £30 x 12 = £360, after discount = £300)

For monthly payments, we can offer a percentage discount instead for longer term contracts. We can offer more discount for longer periods. Initially offer 10% for 12 months contract. i.e. £30 less 10% (£3) = £27 pcm.

We can discount that to 15% for 12 months at a push (£30 less 15% (£4.50) = £25.50 pcm) Failing that, revert to 10% discount for 6 months. In either case, say you need to get in touch with head office in order to verify that. You can phone us straightaway.

Clearly it is more beneficial to have them sign a 6/12 month contract.

Free month's leads

We always send them the current leads month's leads for free, starting payment from the next month's leads when they become available.

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Pricing Guarantee.

As the housing market picks up (as it appears to be doing) more and more leads will therefore be available each month as more house sales translate into more home movers. Our guarantee is that if the numbers of leads we provide increases to the extent that it moves into the next price band, we will still charge the price agreed at the start of the supply, for as long as the client continues to pay for those leads on a monthly basis.

Application form

Print off and complete 2 copies of the New Client Application Form (also available in the secure area on the website). One copy is for the Client to retain, the other is for submitting to the office for processing.

Complete the Client Details – Name, position, contact details.

Complete Business information : Name, Type, Company Number, Nature of business and address details.

Complete the Leads information. Go through their leads on the relevant data pages for the areas they are interested in (accessible via the Data page on the website). This gives the number of leads for the postcode areas of interest which are required for the estimated number of leads. This of course is then used for the pricing of the leads.

Determine the format of the data - .CSV files (i.e. spreadsheet) or listed in a Text file, both sent by email. There is no additional charge for these. Alternatively the Client may want them printed on labels and sent through the post, or on CD or USB memory stick also through the post. For each of these options there is a £5 charge per month to cover media, handling and additional administrative work. Put the total of the lead cost and media charge if applicable in the Gross field.

Pricing discounts are as detailed above, and reflect whether the customer signs up for 6 or 12 months, or if they wish to pay monthly. Discounts are applied to the £5 media charge, so work out the percentage discount and put the discounted total in the Net cost field. That is the price the customer will pay. Multiply this by 6 or 12 to get their actual cost if paying up front.

Complete the bank details. This allows us to confirm company identity and provides us with information for matching payments when received by us.

The Client must then sign and date the application form (their own copy is not necessary to sign) with their name and position, which should match that entered on the form above.

Submit the details to Head Office via email newclients@leads4trades.co.uk and the form will be processed and the current month's leads sent to the customer within 2 working days (usually by return).

Going Forward

The Client will then receive their allotted data within 2 working days of the data being released to us. Again, through the automated processes this should be done very much straightaway if sent by email.