



*"We Carry You Across"*

## B2B Lead Generation

Translatus offers services that help companies enter new foreign markets, launch new products in existing markets, and upgrade and increase their communications worldwide. Our lead generation service is designed for companies selling business-to-business products and services and looking to penetrate markets in Asia, Europe and N. America.

### The Service

Translatus offers lead generation services to enable your company to easily and cost-effectively develop a strong client base in your foreign markets. We can help your company penetrate these markets by setting up local-language outbound call teams for industry specific direct marketing, sales calling and lead generation.

Translatus will:

- build a list of prospective buyers, dealers and distributors in your target market
- send out new product surveys or launch direct mail campaigns promoting your product or service to that list of prospects
- launch follow-up phone call campaigns to introduce your company to prospects and gauge their interest in your product or service
- deliver a report including contact information for each lead and a summary of their needs and interests

Our outbound call specialists are well-educated, computer literate and native speakers of your target market's languages.

### Pricing

Translatus Account Representatives can discuss your needs and determine custom pricing for your company. Prices are based on an hourly rate.

#### Europe:

Belgicka 13  
Prague 2  
120 00  
Czech Republic  
Tel: +420 222 517 153  
[www.translatus.com](http://www.translatus.com)  
[info@translatus.com](mailto:info@translatus.com)

#### North America:

333 N. Michigan Ave.  
Suite 1000  
Chicago, IL 60601  
USA  
Tel: +1 773 603 0091  
[www.translatus.com](http://www.translatus.com)  
[info@translatus.com](mailto:info@translatus.com)

#### Asia:

Unit 3B, 20th Floor  
Far East Consortium Building  
121 Des Voeux Road Central  
Hong Kong  
Tel: + 852 3171 2617  
[www.translatuschina.com](http://www.translatuschina.com)  
[info@translatuschina.com](mailto:info@translatuschina.com)

#### Veronika Svobodova:

North American Account Manager  
Phone: +1 312 731 3865  
[veronika@translatus.com](mailto:veronika@translatus.com)

#### Joanna Nelson:

Business to Business Services Manager  
Mobile: +420 720 219 113  
[jnelson@translatus.com](mailto:jnelson@translatus.com)