



*"We Carry You Across"*

## B2B Lead Generation Sample Service Package

The following is an example of a typical "B2B Lead Generation" service package.  
**Features can be added or removed to suit your needs.**

### Pricing Structure

Package Price, 150 Hours	€	\$
<i>First language</i>	€ 4500	\$6250
<i>Each additional language</i>	€ 3000	\$4250

### 1) Agree Upon Customer Profile

A Translatus Account Manager will agree with you, by phone or at your office, your clearly defined customer profile.

*Budgeted Time: 5 hours*

### 2) Development of "Prospective Customer List"

Using your agreed customer profile, a Translatus Sales & Market Research person will create a "Prospective Customer List" of 200-400 (more if appropriate) potential customers, dealers or distributors. This Sales & Market Research person will be a **native-language speaker** of the target market language and will research and identify prospects in that language.

*Budgeted Time: 20 hours*

### 3) Mail Campaign Development

Your Translatus Account Manager will work with you to develop an electronic mail piece for e-mailing to the "Prospective Customer List" to promote your company's product or service. A print and post campaign can also be done. \* Translatus will take your company's existing promotional material and have it translated into each of your target market languages.

*Budgeted Time: 10 hours*

\*The client will pay printing and post costs for print mail campaigns.

### 4) Mail Campaign Launch

Your Translatus Account Manager will launch your mail campaign, either by e-mail or post, in the **native language** of the target market. Translatus uses [Vertical Response](#) to send and track e-mail campaigns, which allows us to track who opens e-mails and clicks on links. This helps us to identify prospects who are particularly interested in your company.

*Budgeted Time: 10 hours*



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## 5) Telephone Calling Script or Questionnaire Development

Your Translatus Account Manager will work with you to develop a telephone calling script or questionnaire, which will be used during the next step, the Sales Calling Campaign, to obtain sales leads and identify prospective customer interest.

As a separate service, Translatus offers customer satisfaction survey call services. Ask a Translatus Account Manager for more details.

*Budgeted Time: 10 hours*

## 6) Sales Calling Campaign

After the launch of the mail campaign, our Sales & Market Research people will place calls to prospective customers, using the telephone calling script or questionnaire prepared in step five. These callers will be a **native-language speakers** of the target market language and will make calls to prospects in that language.

*Budgeted Time: 80 hours*

## 7) Preparation of Deliverables

Translatus will work with our Sales & Marketing people to deliver reports consisting of the following items, in the language of your choice:

- The "Prospective Customer List", with contact info for all 200-400 prospects
- Copies of the mail campaign piece in each target language
- Statistical results for the e-mail mail campaign
- Transcribed answers to the telephone calling script and questionnaire
- List of leads and their contact information

*Budgeted Time: 15 hours*

Translatus Account Managers can discuss your needs and determine custom pricing for your company.

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