

Get More Qualified B2B

Sales Leads

&

Appointments



Launch Leads

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LAUNCH LEADS

Opportunity. Accelerated.™

About Us



LAUNCH LEADS IS A LEADING FIRM
SPECIALIZING IN INCREASING SALES
REVENUE AND PROFITABILITY.

Launch Leads began in a living room in 2009 because of a need in the market place to enable established or emerging businesses to grow faster, increase efficiency within their sales and marketing efforts to add sales revenue and profitability. Launch now offers services such as: B2B Prospecting, Appointment Setting, Client Profiling, Lead List Generation and Clean Up, Immediate Response to Web Leads, Event Registration and Follow Up, and finally our Sales Assistant program that allows a closer or team to have a dedicated "executive assistant" that is trained in the specifics of the B2B sales process and helps drive

prospects from the top of the funnel to a closed sale.

We are located in beautiful Salt Lake City, Utah, uniquely positioned to utilize top talent from some of the countries best universities. We are also next door to our partners and advisory panel, ensuring our continued success and growth, regardless of the economic climate. We are focused on increasing our clients' revenue and have built a company full of talent and proprietary technology to do just that.

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Who We Are

THE LAUNCH TEAM ARE EXPERTS IN BUILDING SALES TEAMS, INCREASING SALES, AND BOLSTERING REVENUE.

MEET THE TEAM:

Advisory Panel

Brandt "Bubba" Page



Founder & CEO

With a strong business sense, a deep understanding of clients' needs and an unfailing dedication to high integrity business practices, Brandt oversees all company departments at Launch Leads.

Don Markland



VP of Client Care

Don specializes in metric-based performance that helps Launch Leads reach the highest levels of excellence. He oversees all aspects of performance and client operations.

Alan Hall



Advisor

A prominent civic leader, Alan Hall has founded or sits on the boards of many businesses and associations. He has played a crucial role in the guidance and development of Launch Leads.

Greg Warnock



Advisor

As an active technology investor, Greg saw a consistent need for a company like Launch Leads. He has played a vital role in our company's growth and success.

What We Do

INCREASING SALES & GROWING REVENUE SINCE 2009

Launch aligns its sales process with yours. We begin our B2B lead generation with a targeted lead list of your potential prospects. Our people dial the leads aided by fabulous technology with one goal in mind — to have a peer-to-peer conversation with decision makers who meet your criteria. We are based in the United States, we are All-American and in-house — our people, systems and processes.

When we connect with decision makers who meet your criteria, we schedule a telephone appointment for you. We coordinate their calendar with yours, we call to remind them and we e-mail them the day of the appointment so they show up as agreed. If they miss their appointment with you for whatever reason, we reschedule at no additional cost to you.

Whether we are following up on a webinar or trade show for you or immediately responding to your inbound leads from your website or online marketing campaigns, we know that we must perform or you won't stick around with us.

Our success is completely aligned with yours.



Services

- ➞ B2B Lead Generation
- ➞ Targeted Lead Lists
- ➞ Appointment Setting
- ➞ Inbound Lead Response
- ➞ Lead Qualification
- ➞ B2B Sales Training
- ➞ Lead Nurturing
- ➞ Sales Assistant
- ➞ Live Web Chat

Launch Leads Success

We've connected our clients with companies like these:
\$1B+ Annual Revenue



Launch Leads Success

We've connected our clients with companies like these:
\$10M - \$1B Annual Revenue



Revenue: \$487.11 M
Location: Sunnyvale, CA



Revenue: \$56.4 M
Location: Lehi, UT



Revenue: \$24.9 M
Location: Salt Lake City, UT



Revenue: \$2.33 B
Location: Chicago, IL



Revenue: \$106.30 M
Location: Sunnyvale, CA



Revenue: \$439.83 M
Location: Redmond, WA



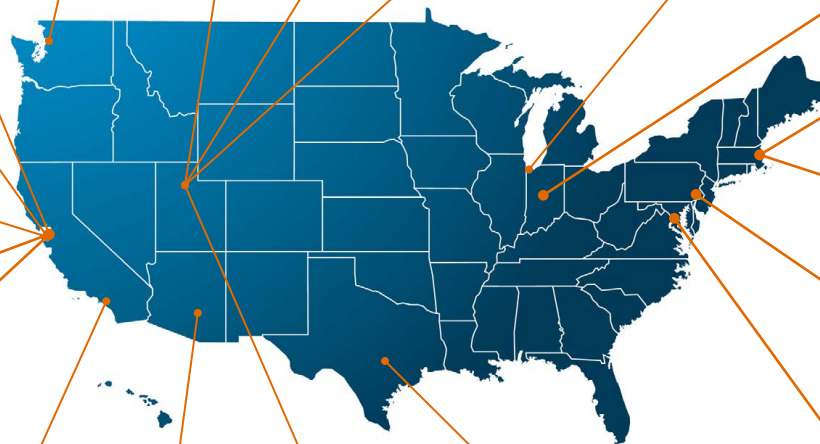
Revenue: \$23.4 M
Location: Salt Lake City, UT



Revenue: \$292.27 M
Location: Indianapolis, IN



Revenue: \$5.40 M
Location: San Francisco, CA



Revenue: \$52.5 M
Location: Cambridge, MA



Revenue: \$255.14 M
Location: Santa Clara, CA



Revenue: \$26.30 M
Location: Woburn, MA



Revenue: \$388.54 M
Location: Radnor, PA



Revenue: \$58.41 M
Location: San Mateo, CA



Revenue: \$82.25 M
Location: Frederick, MD



Revenue: \$455.35 M
Location: Woodland Hills, CA



Revenue: \$58.6 M
Location: Salt Lake City, UT



Revenue: \$3.36 B
Location: Tempe, AZ



Revenue: \$3.5 M
Location: Austin, TX

Client Testimonials

Corda Technologies
Dir: Shawn Dickerson

"Since we contracted with Launch, we have seen quarter after quarter increases in both the number of qualified leads... As well as the number of sales opportunities, which is where it really counts."



Celtic Bank
VP: Roger Shumway

"Launch helps us to filter out our leads, asking qualifying questions, so we can get more qualified leads from our marketing efforts... It's a much better use of our time."



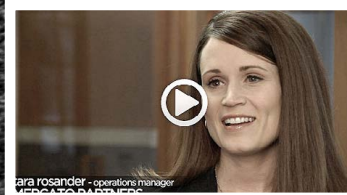
Mercato Partners
VP: Tara Rosander

"Launch has a reputation of accelerating and optimizing the process so it is hands off for us... They are experts at what they do."



Marketstar
Sr Mgr BD: Greg Howell

"Launch has adapted quickly, they have been able to articulate our value proposition which is complex...they accelerate our sales efforts.."



“ “ We have tried other companies, but did not have the success we have had with Launch... Launch has become an extension of our team. ” ”

LONNIE MAYNE

MINDSHARE TECHNOLOGIES



Case Studies: SEO.com

CHALLENGE:

SEO.com is one of the nation’s top digital marketing firms. After experience incredible organic growth they sought to develop their outbound marketing campaign to increase their revenue. They previously generated all their leads through inbound web marketing. As a result, SEO.com’s sales professionals spent much of their time working with **unqualified** or **falsely submitted leads** and leads that were concurrently soliciting bids from multiple search engine optimization firms. Launch developed and implemented an outbound campaign that produced and exceeded the expectations of SEO.com.

SERVICES:

- Script Creation
- E-mail Template Creation
- Targeted List Generation
- Lead Qualification
- Appointment Setting

HIGHLIGHTS:

Appointments with Executives from **Fortune 500** Companies

SEO.com sales teams was able to **focus on closing** deals

Multiple appointments with publicly held companies

RESULTS WITHIN EIGHT WEEKS

Qualified Appointments Scheduled **55**

Percentage of kept Appointments **89%**

Number of Proposals Sent **12**

Dollar Value of All Proposals **\$576k**



Launch Gets us in with the right decision makers from a targeted list... We’ve always relied on business coming to us, until Launch.



Dave Bascom

Founder/CEO - SEO.com



Case Studies: Treehouse

CHALLENGE:

Treehouse Interactive, an elite demand generation and relationship management SaaS company, generated an immense list of leads through trade show attendance and white paper e-mail campaigns. Prior to working with Launch, Treehouse Interactive used their closing team to contact every lead (serious, qualified, or not) generated at trade shows they attended. As a result, Treehouse Interactive's highly trained and specialized closers spent most of their time working with companies with not intent to buy.

SERVICES:

- Trade Show Lead Qualification
- Webinar Content Creation
- Appointment Setting
- E-mail Campaign Lead Qualification

HIGHLIGHTS:

Appointments with several **Publicly Traded** or **High Revenue** Companies Including:



RESULTS WITHIN EIGHT WEEKS

Trade Show Lead Set Rate **13.2%**

Trade Show Bad/Fake Leads Filtered **16.5%**

White Paper Download Lead Set Rate **8.8%**

Total Qualified Appointments set after 4 Weeks **35**

“

Not only would I recommend Launch Leads, but I consider them a vital part of our team's ability to produce a healthy sales pipeline. We've consistently received high-quality leads from them, specifically in our target market and from Fortune 500 companies.

”

Raegan Wilson

Director of Sales - Treehouse Interactive





To see where this shark came from, watch our opening video on www.LaunchLeads.com

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