

## Engage Your Prospects with Survey-Based Lead Qualification

How the SimplyDIRECT process works...

- 1. Start with a list** of those accounts you want to penetrate.
- 2. SimplyDIRECT builds a database** of those accounts, and identifies key contacts via phone-based research within them (Directors, VPs, etc.)
- 3. A high-response email survey** compels target contacts to complete a detailed questionnaire, custom written with your team.
- 4. Completed surveys appear on a portal** and email alerts with responders information are sent to you and your team.
- 5. While your team works the leads**, SimplyDIRECT turns the intelligence into useful content (whitepapers, reports, info graphics, etc.)
- 6. After the leads are generated**, SimplyDIRECT nurtures the original database with the assets it has created based on the survey intelligence.



Email Survey



Qualified Leads



Your Follow-up Team Schedules Meetings



Create Custom Content