

ILG DATASHEET

# LEAD GENERATION ASSESSMENT

This 10-question assessment will help you better understand how your current lead generation program is working. By answering these questions, you can benchmark your current lead generation efforts.

YES	NO	
<input type="radio"/>	<input type="radio"/>	1 Do you know the monetary value of a single lead for each of your product lines?
<input type="radio"/>	<input type="radio"/>	2 Are sales for your product lines growing at least 20% per year?
<input type="radio"/>	<input type="radio"/>	3 Do you currently have a comprehensive lead generation system in place?
<input type="radio"/>	<input type="radio"/>	4 Do you currently have staff dedicated 100% to generating new online leads for your business?
<input type="radio"/>	<input type="radio"/>	5 Are your online efforts generating 5x more leads than your offline efforts?
<input type="radio"/>	<input type="radio"/>	6 Is it easier to sell your products today than it was in the past?
<input type="radio"/>	<input type="radio"/>	7 Is your company increasing market share on its primary product lines?
<input type="radio"/>	<input type="radio"/>	8 Is your company well positioned to generate international leads?
<input type="radio"/>	<input type="radio"/>	9 Are your product lines #1 or #2 in their respective markets?
<input type="radio"/>	<input type="radio"/>	10 In the BIG picture, does your company have the resources, time, talent, and expertise to engineer, design, and maintain multiple lead generation programs that deliver meaningful results?

If you answered “no” to the majority of these questions and would like to see if Industrial Lead Generation’s (ILG) service is a fit for your manufacturing company, we’d like to talk with you. Begin by filling out our short discovery form:

[IndustrialLeadGeneration.com/discovery](http://IndustrialLeadGeneration.com/discovery)

Industrial Lead Generation is a boutique agency that specializes in providing turnkey, customized, lead generation services for manufacturers of industrial products. Our specialty is lead generation for complex sales.

Our service is designed to seamlessly bolt onto your existing business and provide you with a sustainable lead generation stream. We work with a select group of clients to develop and manage lead generation systems that reach, educate, and engage your ideal customers at the exact moment when they are researching products like yours.