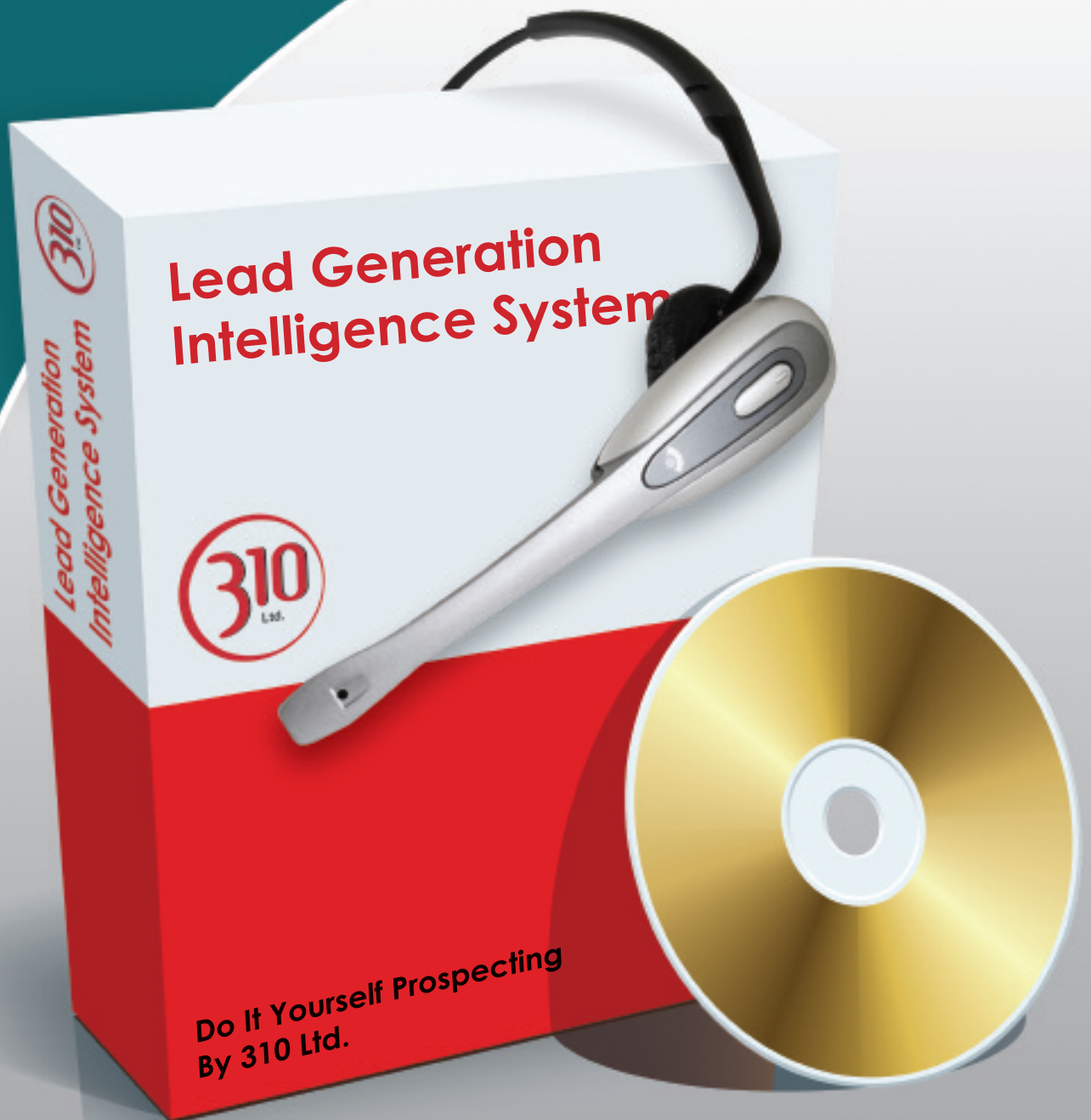


Lead Generation Intelligence System

Do It Yourself Prospecting By 310 Ltd.



310 Ltd. and LGIS: Make Do it Yourself Prospecting Possible

Each day 310 Ltd's economic development analysts converse with executives. We hear their corporate needs and plans. We hear important feedback on industry trends and we listen as executive's share their perceptions and concerns. We've been speaking with executives and hearing what they have to say since 1999. The amount of content and real time data we amass is significant. How we handle and manage our data is critical. Our highly detailed process of information gathering and prospecting made it impossible for any of the off-the-shelf Customer Response Management (CRM) applications to work for our team. Our analysts required a tool that would help them capture and segment all the important information they capture each day into a single repository.

310 Ltd. positively positions localities, regions and utilities to key decision makers across the country and overseas. Our Virginia based company has consistently identified opportunities for economic developers since 1999.

So, we created our own hybrid economic development prospecting program: **LGIS** (Lead Generation Intelligence System).

310 Ltd's LGIS makes in-house telephone prospecting easily do-able with its combination of CRM-like data capture fields and calendaring, plus script prompts that help overcome objections and remind the prospector to cover key topics during the executive conversation.

LGIS is an easy to use "do it yourself" prospecting solution that ensures control over the entire prospecting process from the initial call to the documentation of executive feedback. It's

notebook style, tabbed format and easy to follow guides are designed to parallel the phone prospecting process. Users of LGIS value the system's customized prompts on what to say and when to say it that aid in the capture of information and provide a detailed plan requirement checklist. With LGIS your calling team is productive day-one.





Nurturing Opportunity for Your Location

Prospecting is a continuous, daily process of reaching out to new contacts to assess interest and need. Developers understand how time consuming and expensive a dedicated prospecting program can be and how disastrous it is if you don't have a program in place.

When a location prospects intermittently or only occasionally, it will find its pipeline of leads empty. And when your pipeline is empty it can take considerable time to restart and get back in the lead generation race. By establishing your own in-house prospecting operation, you ensure a sustained pipeline of opportunity and a continuous outreach effort. LGIS will be pivotal to your prospecting plans.

With LGIS plus capable in-house resources you will be able to cast a very wide prospecting net to expand your reach and penetrate locations and businesses you may not have previously accessed. Using this tool, your prospectors will have increased ability to assess real interest, qualify viability and identify companies that have a genuine interest in your location for expansion, relocation or consolidation. Regardless of where a potential prospect resides in their decision process, the contact information entered into LGIS will enable your team to pursue diligent follow-through and sustain personal engagement with good contacts.

LGIS Features

- ✓ ***Fully customizable***
- ✓ ***Perfect For appointment setting, prospecting and surveys***
- ✓ ***Intuitive and easy to use***
- ✓ ***Microsoft Access platform works easily with other applications***
- ✓ ***Customized reports detail all prospect information, market intelligence and caller production***