

Case Study: *Outbound B2B Lead Generation*

Health Insurance

Objectives

- Generate and qualify new business opportunities
- Inform and educate marketplace on commercial and personal line products
- Close gap on leads to sales process

Solution

- Identify decision maker
- Utilize sales protocol to qualify warm leads vs. hot leads
- Live transfer qualified "HOT" prospects to selected agent

Results

- Over 25,000 hot leads generated
- 2 live transfers per hour
- 5:1 ROI



www.thumbsupinc.com
314-821-8111