

Terms & Conditions (Lead Generation)

No-Risk Guarantee

We will guarantee a minimum 5% conversion ratio on the leads we deliver (we will try exceed this closing ratio). In other words, we will continue delivering leads until such time that you have concluded sales with at least 5% of the leads ordered.

Your Money Back

If, for any reason, we are unable to deliver any leads to you within 120 days, you can elect for us to refund your deposit or hand over the lead-generation website we built for you.

Cancellation

You are not tied into a long-term contract with us. You can cancel at anytime by giving us a month's notice.

Qualification Criteria

We will pre-qualify all prospects, to ensure that they are ready, willing, and able to move forward. We find that asking lots of questions up-front helps to separate serious prospects from people just shopping around.

Campaign Exclusivity

We will develop a campaign exclusively for you, around your product / service, unique targeting requirements and goals. Leads generated from your campaign will not be sold to other clients and will be delivered only to you.

Validity Of Proposal

Proposals and quotes are valid for 7 days. If more than 7 days pass from the date of the proposal and your date of acceptance, we cannot guarantee that we will be able to undertake your lead-generation campaign on the terms set out herein.

Feedback on Sales Process

To help you close more sales, and protect our interests (because we are guaranteeing a 5% conversion), we will follow up with prospects after you have contacted them to obtain their feedback on the calls. Based on this feedback, we will provide you with suggestions on how to improve your sales and closing techniques.

Payment Terms

We require payment monthly in advance. If we deliver the leads purchased before the month is over, you can elect to pay us early to continue receiving leads, or you can elect to pause the campaign until the beginning of the next month. If we don't deliver all the leads by the end of a specific month, you do not need to pay for the next month's leads until the leads paid for are delivered.

Delivery Of Leads

After your campaign has been set up and we start sending you leads, usually within 4-6 weeks, dependant on numerous factors, including market conditions, we will deliver 2.5%-7.5% of the leads you ordered every week. The delivery rate will be slightly slower at the beginning, as we test different messages and media. The rate will increase gradually thereafter.

Changes To Campaign

Once the campaign is underway, we can make changes – based on your feedback – to improve the quality of leads. You will find that, over time, the quality of the leads we provide will improve. We encourage regular candid feedback.

