***Business to Business Lead Generation***

*Westshore Marketing Group has become one of the most influential lead generation companies in the industry, helping thousands of organizations create more sales leads, improve the qualification of their business leads, and boost conversion rates throughout the sales process. If you need more sales leads, or need to make better use of the business leads that you have, talk to our team and see how we can improve your B2B lead generation effort.*

*Learn why thousands of businesses have chosen Westshore Marketing Group to be their trusted lead generation partner. Our talented* [*appointment setters*](http://www.manageyourleads.com/services/appointment-setting/) *and experienced sales agents offer a comprehensive array of lead generation services, making us an industry standard bearer among lead generation companies.*

*It is our experience, after having been in this business since 1998, that Sales People do a very poor job of finding new leads for your company. They do not like to cold call for leads and in most cases they either don’t do it at all or do a very poor job when making such contact with prospective customers.*

*There are several companies out there that will tell you that Outbound Lead Generation is “old school” and that there are many methods out there to obtaining quality leads. We agree that there are other methods of lead generation out there but nothing replaces the “old school” method of B2B Outbound Lead Generation. This is why we continue to believe:*

*“To Us Business is a Contact Sport”*