WHY PARTNER WITH WESTSHORE MARKETING GROUP?

WestShore clients use the WestShore Executive TeleContact Team to quickly and cost-effectively identify prospects that are currently in the market to purchase their products or services and to fill their sales pipelines with qualified, usable sales leads. WestShore specializes in generating highly qualified, superior caliber leads, which meet our client’s most stringent criteria. WestShore leads are qualified based on 5-15 client-specific criteria. Typically included are: the name of the decision maker/key evaluator; the 3-4 key problems/pain points each prospect wants to solve; whether a project is currently underway or under consideration; prospect’s current vendor, the time frame for purchasing a new product or service; if a budget and evaluation committee exists, and often the selection criteria the prospect will use to decide which vendor and product to select.

The members of the WestShore Executive TeleContact Team are also trained to overcome prospect sales objections. . .as our clients would like them handled. Best of all, WestShore’s superior caliber leads always cost less than similar quality leads generated by trade shows, paid ads, and direct mail. It’s no wonder that a growing number of the biggest names in Industry believe that using WestShore Marketing Group’s services is the least expensive way to generate leads that turn into sales.

Few companies know the size of their prospect universe, where their prospects are located, the percentage of their market in a “buying mode”, and other key information. In fact, most companies are great in creating their product or developing their service but not necessarily knowing how to best bring it to market. WestShore’s Strategic Marketing Consultants can help you maximize sales of existing products and services, and/or quickly and cost effectively provide valuable new product market entry recommendations aimed at helping you hit the mark the first time and avoid costly market entry mistakes. We can also create a one-of-a-kind list of names of key title responsible for reviewing and/or signing off on your type of product or service.