Maximizing Your Marketing ROI

What if you could know exactly *who* needs your products? And what if you could know exactly *when* they needed them? Wouldn't that enable you to spend less on marketing and sales? And wouldn't that also enable you to increase your close-rate and prices, and shorten your sell-cycle, too?

With MindReader from LeadGen.com, you can. With MindReader you can maximize your Marketing ROI – because MindReader enables you to avoid promoting to people who don't need your products, saving time, money and effort. And instead it enables you to target only those people who actually need your products, when they need them, maximizing your sales at the lowest possible cost. As a result, with MindReader you can:

- Minimize waste
- Avoid chasing tire-kickers
- Stop paying for useless clicks
- Protect your email reputation

- Shorten your sell cycle
- Increase your close rate
- Sell on value, not price, and
- Eliminate frustration

How MindReader Works

MindReader is a 21st century update on classic secondary market research that uses the entire Internet as a giant data source. Employing algorithms designed specifically to find opportunities for your unique business, and making inferences from the data, MindReader mines the Internet to find prospects who have an immediate need for your products and services. We then get their contact information, and simply call them to set up a meeting – so you can go in and close the business.

MindReader In Action

Campaigns that include MindReader have seen results improve by a factor of 10x and more. For example:

- A financial services company saw their cost-per-lead drop by 90% when they incorporated MindReader; and their close rate more than tripled.
- A professional services firm generated 5x as many qualified leads from their MindReader program than they did compared to their traditional program - which had cost them three times as much.
- And a tech firm was able to terminate their failing email and PPC campaigns that were barely getting them three new sales *per year*, and convert to a MindReader-based telemarketing program that resulted in their closing an average of four new sales *per month*.

How Do You Know If MindReader Can Help?

If you answer "yes" to any of these questions, MindReader can help:

- Are you frustrated with low email response rates?
- Are you paying for Web traffic that you can't contact?
- Are you in a bidding war for clicks?
- Is competition getting there before you?
- Are you still waiting for content marketing to produce results?
- Are you burning through lists that don't produce results?

If you want to beat your competition, minimize waste in your marketing program, and get more sales per dollar invested, MindReader from LeadGen.com can help. Call today to find out how.