



Compare2Compete

Benchmarking survey tools

THE NEW WAY OF GENERATING LEADS

ASK RELEVANT QUESTIONS TO YOUR LEAD TO GET A BETTER PICTURE OF HIM.

GIVE HIM A PERSONALISED REPORT WITH FEEDBACK AND ADVICE IN RETURN.

THIS WAY, THE LEAD IMMEDIATELY EXPERIENCES THE QUALITY OF YOUR SERVICE.



THE POWER OF LEAD GENERATION

Discover the power of the C2C advanced lead generation tool, designed to take your lead generation to the next level.

How are you currently doing your lead generation? Do you make your service or product available for free? Or do you hold webinars and share a lot of knowledge? Or do you invite your website visitors to download an e-book with valuable knowledge? In most cases, you shoot with hail at the many potential leads hoping to hit one that shows more interest and possibly wants to become a customer.

What if you could easily find out much more about your leads and approach them in a much more targeted way? Your conversion from lead to customer would increase significantly.

Using the C2C lead generation tool, you ask your lead relevant questions. This can take the form of a quiz, for example, with which you determine your lead's profile. It is also possible to do this in the form of a valuator, with which you determine the value of the lead's company. Or you use the evaluation form, with which you determine the level in knowledge areas. Take a look at our demos to see the different possibilities.

The uniqueness of our tool is that you generate and send a personalised report to the lead based on your lead's answers, fully automated. You collect information about your lead and give him a valuable report as a reward. This could include, for example, a profile ("you are a") along with text, explanations and advice based on his profile. Or in the report you give feedback on the level in a certain knowledge area, with targeted recommendations per topic on how to improve the score. Or you calculate an indicative value of his company, including tips based on the answers given, such as what to look out for when selling, or how to increase the value.

As mentioned, in return for answering the questions, the lead receives his individual report. With this, you demonstrate the quality of your service. The lead is not yet a customer, but he does experience your expertise. The more relevant information you know about the lead, the more specifically you can approach him and hit the right note with him at follow-up. By giving away part of your knowledge, as a teaser, without compromising your revenue model, the lead becomes acquainted with your services and the barrier to becoming a customer is much lower.

Usually, several tools are needed to achieve this. One to collect data, another for analysis and one to create the automatically generated report. Our C2C lead generation tool integrates data collection, analysis and reporting, so that the lead generation process is completely automated in one and the same tool.

This will take your lead generation to the next level, without any extra time and effort. The system does the work and all you have to do is follow up and convert the lead into a customer.

IN FIVE STEPS TO SUCCESS



1. Develop

Develop your questionnaire, the conversion of the answers into values and/or profiles with accompanying reports, including any advice. Although we are not experts in your field, we will help you optimise and value the questions.



2. Implement

Implement the questionnaire, outcome calculations, report template, e-mail formats and branding in our tool. Do this entirely independently in our tool, based on a comprehensive manual. We will help you anyway we can. We can also do this for you.



3. Invite

Invite relations and/or your website visitors to complete the questionnaire. Take advantage of social media options to invite followers. Make sure you emphasise the "What's In It For Me". After all, they get a valuable individual report as a reward.



4. Collect and give feedback

Collect the lead's valuable data by means of the completed questionnaire and send the individualised report to the lead automatically. Of course, you yourself will also receive a report for review.



5. Follow up and convert

Get your data into your CRM system and ensure adequate follow-up. Using your CRM system for automatic follow-up by e-mail or contacting the lead by phone to discuss results and opportunities will significantly increase the lead-to-client conversion within your company.

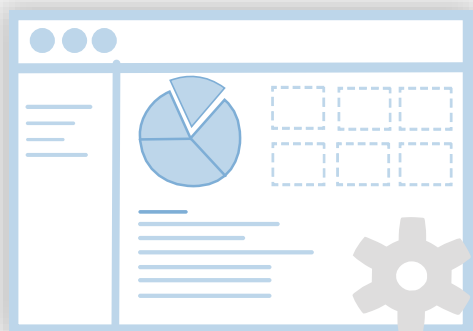
YOUR EXPERTISE, YOUR PRODUCT

Using an online questionnaire with instant personalised feedback and advice gives you the chance to show your leads your expertise and quality of service and helps your lead improve in this area. With your branding, you make our lead generation tool your (free) entry-level product. With the right follow-up, you convert your lead into a paying customer.



OUR LEAD GENERATION TOOL

- > **Customisable branding**, so that our tool becomes your product
- > **User-friendly interface**, so that you can do as much as possible yourself
- > **Flexible questionnaire**, so you can include all your questions in the way you want to
- > **Conditional questions and answer categories**, so that no question is asked too much
- > **Extensive calculation options**, so that outcomes are calculated easily and automatically
- > **Import questions**, allowing you to easily convert an existing questionnaire to our tool



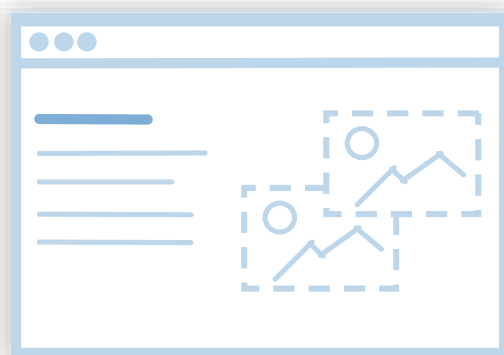
- > **Feedback both on screen and in pdf report**, so you choose how to provide the lead with the right feedback
- > **Flexible powerful reporting**, so that you create a state-of-the-art report with conditional elements dependent on the lead's answers
- > **Comparison with standard and/or benchmark**, so you point out any discrepancies to the lead and tailor your advice accordingly
- > **Flexible emails**, so you send the lead personal e-mails with personalised feedback and tips
- > **Clear status overviews and downloads**, so you always have the results available
- > **Connection with Hubspot**, so that follow-up therein is automated. Other CRM systems and autoresponders are possible on request

LEAD GENERATION TEMPLATES

We have already compiled several lead generations examples for you to use as templates. This significantly reduces implementation time.

- > Quiz
- > Evaluation
- > Company valuation
- > Carbon footprint calculation

Whatever industry you work in, we can advise you on using the right template to suit your business and area of expertise.



COMPARE TO COMPETE HELPS

We believe in listening first. Let's see how your needs match the capabilities of our solution. Once we are both convinced that our tool adds value for your organisation, we will guide you through our tool via a personalised demonstration. If you wish, we can set up a pilot. Naturally, we will answer all your questions.

Our team will guide you through the entire process of implementing your lead generation questionnaire and associated report. We aim to make you self-sufficient, so you can create and customise questionnaires and reports yourself, without our help. If you do need our help, we will be there for you before, during and after the tool goes live.



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LICENSES

Licences depend on the number of input questions, calculations and respondents per month.

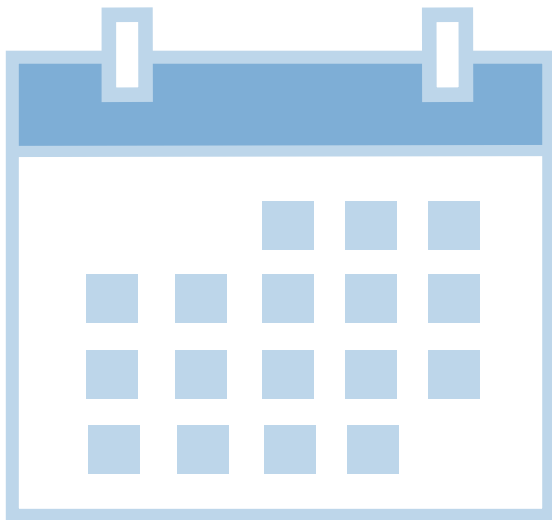
	Bronze	Silver	Gold
Number of questions and calculations	25	50	100
Number of respondents per month	100	250	500
Import questions	✓	✓	✓
Own logo/branding	✓	✓	✓
On-screen results	✓	✓	✓
Results in pdf report	✓	✓	✓
Export data	✓	✓	✓
Own domain	-	✓	✓
Connection with Hubspot	✓	✓	✓
Connection with other CRM-system	on request	on request	on request
Support response time (via email)	2 working day	1 working day	1 working day
Training/implementation	4 hours	8 hours	16 hours
30 day trial	✓	✓	✓



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PERSONAL DEMO?

Schedule an online demonstration
www.compare2compete.com/demo/
to see if our tool suits you.



Visit our website
compare2compete.com
for more information and to try out the
lead generation tool.

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