

for those with higher expectations



To Whom It May Concern:

As a group insurance benefits broker, I built my business through cold calling. After many years, and thousands and thousands of cold calls, I thought I definitively knew what could be accomplished in terms of telephone lead generation.

Because of my experience, I initially dismissed Lead Generators International (LGI), considering their projected lead volume to be unrealistically high. Our business went with a cheaper quote from an LGI competitor, but we were disappointed with the results.

We decided to try LGI and I was stunned by the volume of leads they found. We quickly discovered that in the lead generation business, a larger financial investment achieves a much better result.

I wish I had found the hidden gold mine that is LGI years ago. In the first month, they secured a lead that resulted in a \$15,000 first year commission, along with ongoing yearly fees. This was just one of dozens of leads they produced in their first few weeks with us.

LGI delivers qualified appointment after qualified appointment. I'll never go back to cold calling again! Our partnership with LGI has been so lucrative and effective that we have signed an exclusive agreement with the company and tripled our lead generation program with them.

I would be pleased to speak further with you about our experience with LGI. They have been a dynamite resource in generating leads for our company—and will help yours as well.

Best regards,

Jon Chescoe
President