



THE  
McQUAIG  
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Tyler Dawson  
Lead Generators International

Dear Tyler:

When we contacted Lead Generators International (LGI), I have to admit we were very skeptical about the new business opportunities your company could generate for McQuaig. Over the past few years, we had contracted other lead generation companies, spending thousands of dollars with poor results.

Your approach was different. LGI took the time to understand our business. As you know for over 40 years we have been developing behavioral assessment tools servicing many Fortune 500 and smaller accounts globally. Your people developed a compelling script, put together a well targeted US and Canadian database and made a significant volume of cold calls. At the end of the program I am pleased to report LGI generated a significant number of qualified leads that represent some potentially very large opportunities for us. LGI has mastered the art of lead generation that so many other telemarketing firms only promise.

In closing we are looking forward to the results these leads have generated. When we look back at all of the marketing activities we have employed in recent years, it's clear that the program we undertook with LGI generated the most leads and, to date, and has provided the greatest ROI on our marketing dollars.

Rarely do I put my reputation on the line for companies I work with, but in this case I will do so for LGI. Your people did what they said they would do and consistently exceeded our expectations!

Best regards,

Gary Adamson  
Senior Consultant