



THE BEACON GROUP

To whom it may concern,

When The Beacon Group decided to change our usual procedure for marketing and promote our Employee Survey product through a lead generation company, we wanted a company that cared as much about results as we do. One of our core values is to be customer driven—being dedicated, involved and totally committed. We found that same commitment in Lead Generators International.

LGI did cold-calling and appointment setting on our behalf. This was the first time we had used any lead generation, as, in the past, we had relied upon the web, online marketing, and relationship-building. The volume and quality of leads delivered by LGI surpassed anything else we have done.

As an added benefit, the LGI Lead Generation Specialist took the time to update our database of contacts along the way with detailed and invaluable market data. This will give us current information for every company on our list, raising the chances of success for future target marketing.

What struck as unique about LGI was their commitment to results. They guaranteed their work and did what it took to obtain the results we wanted. This company delivers on their word.

Michael Sitayeb

Director - Product Development and Marketing

The Beacon Group