

TRADEWEB

Success Based Model, Exponential Growth, Risk Free



Pay For Results, Not Leads



Systematize Success With Tailor-Made Tech



Receive Comprehensive Lead to Sales Support



Experience Premium Partnership



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Reimagining the Model for Lead Generation

What would it be like if lead generation was results-driven?



Pay For Results, Not Leads

Introducing an innovative and disruptive new paradigm in lead generation that changes the way companies hungry for growth acquire leads. With a success based model, Tradeweb's select group of clients pay nothing up front, and pay only when leads are converted to actual sales.

The number of leads available to clients is no longer constrained by their marketing budget. Thanks to Tradeweb's model, paying on commission shifts the risk from the client to Tradeweb.

Tradeweb's premium leads fuel sales at unprecedented rates, skyrocketing productivity and reducing turnover at call centers. Sales teams pay for themselves and can be scaled up endlessly, equating to exponential sales growth.



Systematize Success With Tailor-Made Tech

A new model requires new processes. Tradeweb has pioneered development of a holistic environment that fills the gaps between lead generation and sales the old model suffered from.

Everything from our proprietary algorithm to individualized coverage of over 20 sources and lead-to-sale tracking and analytics is designed to effectively streamline and boost the sales process.



Receive Comprehensive Lead to Sales Support

In a commission-based model, providing a list of leads is no longer enough. To ensure leads result in sales, Tradeweb consults with clients regularly to continually optimize lead generation and train sales teams in the operation of the various media channels.



Experience Premium Partnership

Tradeweb reserves partnership for enterprises that can adapt to a fast-paced new model where highly relevant and convertible leads are no longer scarce. Read on to find out what it takes to handle lead generation and sales support of this caliber.

Who Can Flourish in this New Model?

A results-driven business model realigns objectives and turns lead generators from mere suppliers into partners. Since Tradeweb invests leads, consultation, optimization, training, and bears the risk, clients who can be counted on to close sales and offer transparency are uniquely suited to this model.

Clients who thrive in a results-driven market share a few characteristics in common:

- ✓ Success-driven, hungry for growth
- ✓ Operate a functional call center that can be scaled up
- ✓ Excel at lead to sales conversion
- ✓ Able to be fully transparent to optimize the lead to sales process
- ✓ Willing to implement a pilot project to learn the process

The pilot project is essential to experience the new model of lead generation in action. The pilot is risk-free, doesn't interfere with the current lead acquisition and sales system employed by the client, and provides the foundation for expansion.

The pilot underscores the differences in incentive structures and benefits of the new Tradeweb's model and the status quo model as highlighted in the chart below.



Lead Generation Models Compared

Tradeweb's Model	Status Quo Model
Client pays for lead generation only when client makes a sale to a customer.	Lead generator profits from selling leads to client, regardless of whether they lead to sales to customers.
Leads are consistently high quality to ensure sales.	Lists are diluted with low quality leads to hedge costs for lead generators.
Client receives continued lead generation optimization across media channels.	Lead generator experiences diminishing returns and does not continually optimize lead quality.
Client sales team receives consultation and training from lead generator.	Lead generator steps out of the picture after sale of lead list to client.
Sales team is encouraged by high lead to sales conversion rate due to superior lead quality and training, fueling a virtuous cycle.	Sales team is discouraged by difficult sales, resulting in high turnover and training costs, perpetuating a vicious cycle.
Encourages innovations in lead generation, lead to sales integration, etc.	Discourages transparency and integration.
Low initial costs with consistent payoffs.	High lead list costs with uncertain sales rates.