



Tuutkia white paper

# The Leads Exchange

*A fresh, new approach to converting leads, growing revenue, and sharing customer insights with the larger sales community*

## **Finding qualified leads in a competitive marketplace**

The challenge for sales organizations has always been how to maximize high-quality lead generation, while minimizing the effort and dollar cost of doing so. Sales professionals depend heavily on effective prospecting approaches.

Unfortunately, random lists of leads from unknown sources still require cold calling, and conversion rates are typically low. Introductions to customers who need specific products and services are very desirable, but hard to get. Sales people are protective of their leads and sources, but what about customers that need something that the rep doesn't sell? With no incentive to do anything but ignore the opportunity, that is often exactly what happens. The result? Lost opportunities and monetization of leads and referrals.

## **Leveraging existing demand**

The goal of most sales people is to create a strong pipeline of high-quality leads that close fast. Over the course of their work, sales people engage in wide-ranging conversations with customers about their needs, challenges, pain points, etc. Sales professionals need a convenient means of referring valuable leads to the right sales rep or organization, thereby increasing their own income

One promising method of extending sales' reach is by selling leads using social networks. By leveraging their existing customer relationships, sales people can provide highly qualified leads and customer insights via social networks, thereby accessing a much larger pool of sales professionals.

## **Leads Exchange**

Companies are looking for ways to grow their revenues by generating highly qualified leads. Reps need much more than names, emails, and phone numbers. They need the ability to search for leads by industry, product/service, and location and get solid information about leads sellers' credibility and personalized introductions to prospects. One platform that delivers on these needs is the Leads Exchange, from Tuutkia, an online marketplace for buying and selling ultra-qualified leads.

Using the Tuutkia platform, users can access high-value leads by purchasing them from sales people who have existing relationships with customers. A centralized leads marketing platform creates significant advantages, e.g., protection from fraud and seller negligence—similar to consumer platforms such as eBay and Half.com. The platform guarantees the transaction, providing assurances to both parties.

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### **Monetize unwanted, highly qualified leads**

Using the Leads Exchange, sales reps can turn their unwanted leads into a new income source. Any leads that lie outside of their product/service sales domain—or that they do not wish to pursue for any reason—can be marketed to other sales reps or organizations via social media, personal contacts, and/or other leads exchange members.

Reps have the flexibility to price leads based on historical buyer information, lead value, and/or probability of closure. They can sell leads and provide contact introductions to selective buyers based on their credentials and references. The Leads Exchange lets leads sellers ensure quality buyers, selecting the buyers based on their buyer profiles and references. Sellers can negotiate the optimal price with individual or multiple buyers.

### **Collaborative management of leads and contacts**

For sellers and buyers of leads, the Leads Exchange allows tracking and managing of leads, interactions, follow-up actions, and any relevant notes that need to be tracked. Reps can manage customer, contact, and product notes for selective sharing with others. Sales reps can gain insights into contacts, from sales people who have done business with them previously.

### **Addressing the needs of sales professionals in various industries**

The Leads Exchange is the only solution for the modern sales professional that specifically addresses ultra-qualified lead generation by enabling selling and buying of leads between sales people. It additionally enables, sharing contact information and leverage of “tribal knowledge” that increases the bottom line through highly probable lead conversion. The Leads Exchange creates a transformative sales community that is self-sustaining, dynamic and rapidly-growing within a boundless ecosystem.

### **About Tuutkia**

Tuutkia is a Silicon Valley-based company focused on bringing value to sales professionals and sales/marketing organizations. Our team is made up of sales and marketing veterans who bring a wealth of knowledge from major corporations such as Cisco, Oracle, and Disney; small-medium-sized enterprises; and start-ups. As business owners, we understand the demands placed on sales professionals every day. Our applications provide sales people with an easier way to do business.

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