



December 2016

Soft Surfaces Lead Generation Reference

My company was recently offered an opportunity to enter a lead generation agreement. This was brought to us by Scott Calland from Soft Surfaces Ltd who was looking to provide leads to new companies. He explained that their business had developed its own marketing organisation and was beginning to offer these services to others. There was no contract involved so we decided to take the opportunity which only required us to pay for successful leads.

The success that we have seen from this strategy has been fantastic, and we are receiving more enquiries and new customers than we have ever seen in the past. The agreement offered by the company means we simply pay for leads which we generate into orders, and any unsuccessful ones are free of charge. To begin with we agreed an appropriate percentage of the profits from each job to pay back to Soft Surfaces for their work.

As a result of the growth we have seen in our business since taking this opportunity, we have decided to increase the proportion we pay in order to invest in further development. If you choose to take up the offer which is being provided, I would highly advise contributing as much as you can to help advance the strategies and bring you even more in the long run.

We can only thank Scott and the marketing team at Soft Surfaces for bringing us this opportunity and helping us to grow our business further.

Nik Spence

Sales Director