



## ONLINE LEAD GENERATION FORM

### 1. PRODUCT / SERVICE

Define the exact service / product you need to receive customer leads on?  
(ie. Microsoft Excel 2010 Training instead of Microsoft Training)

### 2. B2B or B2C

Do you require B2B (Business to Business) leads or B2C (Business to consumer) leads?

### 3. Market Differentiation

Define the USP (Unique Selling Proposition) and Differentiation of the product / service

### 4. Demographics

User demographics. Define up to 4 target countries and optionally define cities. Also define age groups and targeted groups (ie. Employees, Directors, Decision Makers)

### 5. Prospect details

Valid Phone number required?  
(YES / NO)

Valid Email address required?  
(YES / NO)

Valid IP address from source country required?  
(YES / NO)

### 6. Lead forwarding

Instant and scripted

### 7. Price

How much are you willing to pay for a qualified online lead?  
How much is a qualified lead worth to you?