

# HIGH QUALITY LEADS (HQL)

Your sales representatives' time is valuable. Having your sales representatives call on prospects who have an interest in your product or service is only half the battle. Beyond interest, prospects need to fit your criteria in one or more of these attributes; Budget, Authority, Need, Timeframe, or optionally a customized question. Rather than have your salespeople call every prospect who has shown interest in your product or service, wouldn't it be better if you only received leads which fit your defined criteria for a High Quality Lead (HQL)?

That's exactly what NetLine's HQL service provides our clients. The process follows these steps:

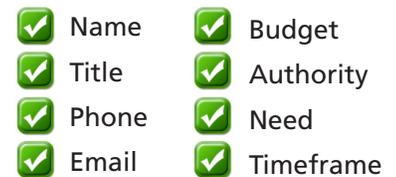
1. NetLine will assist you in defining your HQL qualifications/parameters.
2. For clients using content syndication to gather leads, prospects who are interested in your product or service are called within one business day by NetLine's Business Development Executives on behalf of your company to evaluate the prospect's potential. NetLine only calls those prospects who fit your criteria for geography, job title, job function, size of company and the prospect's vertical industry.
3. For clients using the NetLine database, Business Development Executives from NetLine call prospects based on their job title, geography, company vertical industry, job function and size of company. In these phone calls, NetLine Business Development Executives ascertain the prospect's interest in your product or service.
4. NetLine will send you your HQL's on a daily basis. The format of your HQL's can be customized so the data can easily be uploaded to your database.
5. In addition to your HQL campaign, you have the option of purchasing the prospects that registered for your content but were unable to be converted to an HQL. These prospects can be added to your database for further nurturing.



**LEAD LIST CREATION:**  
NetLine produced leads.



**LEAD FOLLOW UP:**  
NetLine follows up with the prospects to differentiate those who are interested and those who qualify as an HQL.



**QUALIFIED LEADS:**  
Qualified leads are delivered to you quickly.

## BENEFITS

- Optimizes marketing campaigns.
- Accelerates sales cycles.
- Improves sales productivity.

## OPTIONS

- Customizable qualification questions.
- Use either NetLine's content syndication or NetLine's own database to gather prospects based on your criteria.

NetLine is the premiere online B2B multi-channel content marketing service providing content syndication and high quality lead generation. For more information visit, [www.NetLine.com](http://www.NetLine.com) or call 408.340.2200 to speak with a programs expert.