

JW McAVOY & COMPANY LTD

PARTNERS IN LEAD GENERATION

JW McAvoy & Company is focused solely on finding qualified leads for our clients. We provide a wide range of services aimed at improving the efficiency and effectiveness of the front-end portion of an organization's sales process.

TESTIMONIAL

"JW McAvoy & Company focuses on addressing the timeless business challenge of building top-line growth. Increasing sales effectiveness is the most direct and surest way to accomplish this. And the surest way to achieve this is to provide sales professionals with a deep reservoir of qualified leads. This is exactly the service JW McAvoy & Company offers. Jim's process is solid, and I would highly recommend his services without reservation to any of my counterparts and business associates."

Richard Whiteley
Principal, The Whiteley Group
Co-Founder, The Forum Corporation

HOW WE CAN HELP

JW McAvoy & Company provides support in two broad categories aimed at driving new qualified leads and bolstering sales:

1. RETAINER RELATIONSHIP

JW McAvoy & Company assists management in defining and redefining their company's sales targets by drawing on over two decades of experience in this discipline. With the aim of driving new qualified leads and increasing sales, we will research and build or update a database of key prospects with related contact information. JW McAvoy & Company will make initial and follow-up calls to prospects, maneuvering the administrative labyrinth and identifying principal decision makers. Our objective is to expand "warm" account relationships and target "cold" potential clients by approaching other buying centers and mapping out a sensible and strategic plan of attack.

2. ON-SITE CONSULTING

JW McAvoy & Company provides a highly interactive five-stage learning process for your sales team/call center to learn and apply prospecting skills. Ensuring that learning can be applied directly back to the job, the sessions will emphasize the practice and application of concepts with respect to real account situations. Ongoing coaching—with a proven method that supports the free exchange of ideas—helps reinforce the transformation and builds a foundation for success. The system is based on the following lead-generation principles:

Lay Out Your Plan
Evaluate Your Prospects
Approach the Gatekeeper and Executive
Dialogue with Your Contact
Successfully Collaborate



JIM McAVOY, founder and president of JW McAvoy & Company Ltd., has almost twenty-five years of experience maximizing sales results for clients in a wide range of industries from boutique firms to Fortune 500 companies. He has helped his clients secure \$60 million of incremental revenue to date using his proven L.E.A.D.S.™ process for lead creation. He has guest lectured at The University of Chicago Booth School of Business (Entrepreneurial Selling course) and is the author of *#LEADS to SALES tweet Bookor: Creating Qualified Business Leads in the 21st Century*. McAvoy holds a BA in Economics and History from the College of William & Mary. He also attained the Certified Employee Benefits Specialist (CEBS) designation, which is conferred by a partnership of the International Foundation of Employee Benefit Plans and the Wharton School of the University of Pennsylvania.