

Pipeline Lead-Generator Program

Pipeline lead-generator provides phone-interviewed, pre-qualified facility manager buyers willing to be contacted by industry-leading vendors regarding their needs for upcoming renovation, replacement, retrofit and modernization projects.

Our highly-qualified telecom team calls facility manager subscribers of industry-leading magazines, *Building Operating Management* and *Facility Maintenance Decisions*, users of the market-leading website, FacilitiesNet and attendees to the nation's #1 facility-industry conference/exhibition, NFMT.

Asking targeted questions you've created, the telecom team ferrets out hot prospects for your sales team to follow up with. These potential buyers give their permission to have your sales team contact them.