

# Service Level Agreements vs. 'Pay per Lead'





## The Downside of “Pay Per Lead”

“Pay-Per-Lead” telemarketing leads are a very attractive offer, and in some cases work very well for both buyer and provider of leads. However, it is also becoming clear that the pay-per-lead model does not suit every industry, and every sales situation. In TSL’s experience, and in the experience of our clients, pay-per-lead can cause more damage to a company’s sales efforts than the benefit it brings of shared risk. This is why TSL Marketing offers our clients a “Service Level Agreement” (SLA) on leads instead of pay-per-lead. The SLA provides our clients with the benefits of reduced risk, when dealing with the downside of pay-per-lead. Additional benefits include:

- Offers a minimum guarantee to leads generated, thus providing higher quality
- Conducive to a partnership model than a “vendor” relationship
- Reduces the risk of low quality leads thus providing higher return on investment

## What our clients are saying:

- “Our brand really suffered in the market as the telemarketing company was far too aggressive in forcing sales leads and meetings to happen so that they could get paid. We actually had complaints from our potential customers. It was a costly mistake that we won’t make again.”
- “The telemarketing company were understandably focused on just getting us leads as quickly as possible. While they did generate leads, they were mostly not in our “sweet spot” and we simply couldn’t progress any of them through our sales process.”
- It was real churn-and-burn high volume cold calling. With a solution as complex as ours that simply won’t work. And it didn’t!”

If you want the benefits of reduced risk, combined with high quality leads and highly professional representation, then talk to TSL today:

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