

## Success Marketing, LLC

Tel: 888-542-2936

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## Collection Agency Lead Program FAQ

There are many lead programs available online. **So how do you choose the one that's right for your business needs?**

To help you understand more about our lead program and why our TARGETED lead program stands out from many others we've put together this short overview of the common questions people have asked over the years.

After reviewing the information if you have other questions you would like us to address simply give us a call and leave a voice message. I will return your call as soon as my busy schedule permits...

### 1. How do you generate collection agency quotes?

All of the website traffic to our websites are generated using SEO (search engine optimization) and article marketing.

Furthermore, **we do NOT offer incentives to people for completing a quote request.** ALL of the leads generated from our websites is the result of people looking for a solutions provider in response to "education-based" online marketing.

Why that is important for you is because the people requesting a quote are not necessarily looking for the "cheapest rate" (keywords we actually avoid using).

Rather, they are looking for something else, whether it's better customer service, etc. So asking them what they are looking for in a provider is a great way to start the conversation (i.e. get to know their "world" and why they are searching online).

### 2. How many do you generate each month?

The amount of leads we generate day to day and month to month continues to increase. Typically most of our leads are generated Monday thru Friday.

However, the real question is: **how many leads can we generate each month for YOU.**

Each week more and more merchant account providers sign up for our lead program. So the amount of leads we can provide to you is based on the TYPE of collection agency leads you would like, and whether you would like exclusive or non-exclusive leads.

We also filter how we send leads each day, so it is unlikely that you would receive more

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than one per day as most of our lead customers would like their monthly budget stretched out over the month and not spent in one day or one week.

### 3. How are leads targeted?

The leads are targeted by using keyword research and cutting-edge SEO techniques. Because we know how people are searching for your services we are able to direct interested people to our websites who, in turn, become a lead.

### 4. Do you filter for business types and processing methods?

Yes. We ask potential leads about the type of collections they need (i.e. medical, dental, commercial), total outstanding debt, number of account outstanding, business type and location.

On the application we ask you to make selections to help us identify and filter the type of leads you want.

### 5. Can I still get leads if I only want certain types of leads or for a certain area?

Yes. Some lead customers only want commercial, while others want medical and/or dental. The key is that you will only receive leads based on your target profile.

Similarly, though the majority of our lead customers prefer national leads, you can let us know which state or states you would like to receive leads from and we will make sure only those leads that match your geographic targeting get sent to you.

### 6. How many other companies do you sell the same lead to?

That depends. If you select Exclusive leads you will be the only person to receive a particular lead from us. If you decide to choose Non-Exclusive leads you and up to 3 other companies will receive a particular lead.

### 7. How much do the leads cost?

The cost for leads depends on a two factors: the type of lead and whether or not it is an exclusive or non-exclusive lead.

Non-exclusive leads are \$15 each, while exclusive are \$45 each.

### 8. Do you replace bad leads?

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Yes, we replace bad leads and credit your account based on two criteria:

- Missing or bad contact information (number not in service, etc.)
- Leads you receive that do not match your lead profile

Simply email us in the event you receive a bad lead and we will immediately credit your account, no questions asked.

### 9. How do you charge my credit cards for leads?

On the program application you will be asked to select your desired monthly budget. We will then charge your credit card for the full amount of your budget.

As you receive leads we deduct the price of the lead from your account balance. At the end of the month you will receive a statement detailing the leads you have received as well as a summary of your account balance.

At the beginning of the next month we will charge your credit card for the amount of your monthly budget automatically if you selected "auto renew." Otherwise we will email you to see if you would like to purchase another block of leads for the coming month.

### 10. Do you have a refund policy?

Yes. We do provide refunds should you decide to close your account before receiving all of your leads. Simply send us an email and please allow for 3 to 5 business days to process your refund.

Our goal is to become your online marketing partner to provide you with quality leads to increase your revenue and grow your business. If for any reason you are unhappy with the program please let us know so that we can improve the program to meet your needs.

I hope you found this FAQ useful for helping you determine if our lead program is a good fit for your business.

If you would like to speak with me to ask additional questions, **please call 888-542-2936** and leave a voice message for me. I will return your call as soon as my schedule permits.

Thanks again for your interest in our lead program.

Michael Guerin  
President  
Success Marketing, LLC