

Twelve Year, \$33mm Milestone Achieved - www.theleadsnetwork.com



New Orleans, LA (March 12, 2015) The Leads Network, a Louisiana based sales lead distributor, is proud to announce that as of May of this year, total twelve year company sales have passed the \$33,000,000 mark. Additionally, TLN has made the Inc. magazine list of fastest growing small companies three years in a row.

How did the company accomplish this growth?

A major player in the B2C sales lead sector, The Leads Network has redefined best business practices in an industry with a reputation for “troublesome” ways of doing business. “Most companies that need and rely on good sales leads have had bad experiences with lead vendors”, says Bruce Davidson, CEO of The Leads Network. “Most calls to our sales department from prospective customers start with a complaint about a previous bad experience in buying leads”, laments Davidson.

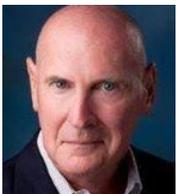
Over ten years ago The Leads Network decided to go against the standard industry practice of requiring customers to pay in advance for sales leads. “Too many companies needing quality sales leads have had a bad experience paying in advance for a bad product so we decided to prove that we stand behind our service without expecting our customers to risk paying up-front for an unknown product. This policy has enhanced our growth and success”, says Davidson.



When a leads vendor demands pre-payment he sends a dubious signal to a customer. That signal says, “***We aren't taking any chances that you won't like our product so you need to pay up-front.***”

Accountability has its rewards

To the surprise of many in the industry, TLN's no-advance payment policy has been highly successful and has not caused any collection problems. As a matter of fact, after twelve years and thirty three million dollars in sales, non-payment write offs have been less than one tenth of one percent – far better than industry averages.



Davidson started The Leads Network while he was an insurance agent having trouble getting good sales leads. After many challenges and setbacks Davidson developed a lead generation and distribution system that provides full accountability to his business clients across the country. To smoothly process the thousands of real-time, live sales leads delivered weekly, The Leads Network, through its highly experienced IT Department, has developed a proprietary state-of-the-art distribution and billing platform which is an industry standard of automation.

The Leads Network serves several high-growth markets; the consumer based health care and financial industries. These include Student loans, which have topped 1 Trillion in debt and Reverse mortgages, which allows seniors to access equity in their home and convert it into tax free cash. Health care services include diabetic testing supplies and orthotic braces. The diabetes industry continues to grow annually as the US diabetic population has now passed the twenty nine million mark according to the ADA.

Next Chapter for The Leads Network

The Leads Network is expanding its services to the auto warranty and consumer tax debt markets. These services have become even more vital because more consumers are keeping their autos past the initial warranty period and are justifiably concerned about the high cost of repairs. The growing number of consumers with delinquent tax debt has reached staggering levels and the opportunity to settle a high IRS tax bill at a discount can be a great source of relief.

The Leads Network will also soon expand its services to the vast B2B lead generation sector, where there is an even stronger demand for highly targeted, responsive sales prospects. These industries range from services such as software

development products to transportation to medical products. At the marketing and individual sales rep level it is extremely important that time spent researching and soliciting future customers is tightly focused on effective prospecting as opposed to the wasted effort using the shot gun approach. The Leads Network will offer just such narrowly targeted lead generation in the B2B market place.

The Leads Network is located at 454 N. Columbia St, Suite 200 in Covington, LA 70433. 800.300.2780