



## GUIDE TO SELLING DILIGENCE LEADS

### The Benefits of Your Organization Selling Diligence Leads to Your Members and Your Community

- (1) Deliver a powerful, “Big Data” solution to your members and community in a time when data-driven decision-making is becoming a necessity
- (2) Earn 5% commission on all Diligence Gold, Diligence Enterprise or Custom Data Jobs with Rel8ed that come through your organization
- (3) Consistent content on the importance of data-driven decision-making, best practices and insights that can be shared with your members
- (4) Take advantage of a partnership with Rel8ed Analytics for your own organizational growth and community-related projects

### Selling Diligence Leads Basic to Your Smaller Members

Best Targets: B2B companies; not-for-profits; SMEs

- (1) Draw interest through content and materials provided through Momentum/Rel8ed – newsletter blurbs, social media, blogs, flyers, etc.
- (2) Every org offering Diligence Leads to their members gets a complementary login to the Diligence platform – make use of it, so you can share with your members how powerful it is
- (3) Refer any inquiries to Momentum/Rel8ed... We are here to support all of your members, from your smallest to your largest

### Upselling to Diligence Gold

Best Targets: Growing SMEs; industries that “cast a wide net” for B2B prospecting, e.g. banks, insurance, commercial realtors; companies engaged in international trade

- (1) Upsell from Diligence Basic (benefits of upgrading are direct interaction with Rel8ed’s (human) data scientists, and monthly prospecting lists delivered)
- (2) As early in the process, send inquiries to the Momentum/Rel8ed team – we will connect with them via Zoom for an introductory call to hear what they’re looking to accomplish, and customize the conversation with them at the outset

### Enterprise and Custom Data Projects

Best Targets: Your largest members; Partners – economic development agencies, municipalities, utility companies, transportation authorities, higher ed, etc.

- (1) This is a long game – these companies and agencies use data, and purchase data – you want them to do it through you!
- (2) Let it be known far and wide that you’ve partnered with Rel8ed Analytics, a powerful data analytics company, and that if companies or agencies are exploring data projects, to come through you – when they need it, you will be their first call

For all levels and projects, Rel8ed/Momentum will keep you in the loop on the conversations, to ensure that your standards for excellent member service are met throughout the process.