



Industry: Executive Coaching and Peer Advisory Groups

Challenge: Building membership to an exclusive private Chief Executive peer group.

Vistage is the world's largest CEO coaching and peer advisory organization for small and midsize business leaders. They help CEOs, business owners, and key executives solve their unique challenges through a combination of confidential peer advisory groups and executive coaching sessions. Each group is facilitated by a Chair who builds their own group membership from local business leaders.

What is the single greatest benefit you realized in working with LeadSeek?

Partnering with LeadSeek allowed me to establish a formal and complete process to identify and follow up with prospects without having to do the majority of the tedious leg work.

What specific business issues were you looking to address by partnering with LeadSeek? Would you say LeadSeek was able to address those issues successfully?

I needed to find target businesses that were outside of what I had found using the tools at my own disposal and generate leads from those businesses that turned into member candidate discussions.

What has been the measurable impact on your business from utilizing LeadSeek's services?

I have already gained one group member and have several others in my pipeline. Vistage members typically stay with us for several years and generate far more revenue than what I have spent with LeadSeek, so my ROI is through the roof.

How would you describe your experience working with LeadSeek in terms of their availability for questions, quickness to address issues, professionalism, and overall representation of your brand?

LeadSeek is always very responsive. I am definitely pleased with our relationship.

