



**Industry:** Sales & Leadership Training & Consulting

**Challenge:** Recapturing valuable time taken up by prospecting activities



Joe Buzzello is a nationally recognized organizational leadership expert, small business sales and marketing process guru, keynote speaker, and best selling author. With such a heavy workload, finding time to seek out new contacts and begin prospecting conversations can be hard to come by.

Joe needed a way to free up some of the time that he spent seeking out new contacts and introducing the Buzzello Group. We asked Joe about what initially drew him to LeadSeek, and the benefits he saw from the program.

*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 wanted to outsource a part of the prospecting process to take some of the more tedious legwork off my plate and allow me to spend more time having meaningful conversations and gaining new business.

*What has been the measurable impact on your business from partnering with LeadSeek?*

Partnering with LeadSeek has allowed me to recapture so much time that used to be taken up by the mass amount of work that goes into finding each prospect. I am now able to spend that time on more high-yield activities like closing new deals.

*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 was very responsive to my needs, always available for questions, quick to address any issues, professional, and helped me put my best foot forward into my target customer market.

