



**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?*

The low cost and high return allowed me to quickly build my group membership without the obstacle and risk of a large investment.

*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 build membership in my executive peer group and was having trouble identifying interested local leaders with whom to begin the conversation. LeadSeek definitely helped me address that issue quickly and effectively.

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

In my first two months of service, I have already gained a group member from my efforts with LeadSeek. On average, Vistage Chief Executive group members participate for seven years, so this one member will generate me approximately \$35,700 versus a cost to me of \$600 from LeadSeek. Moving forward, I already have 39 more qualified leads with whom I've begun following up.

*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?*

They score a 10 out of 10!

