

## Lead Generation

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Dualvision provides Lead Generation services through its web sites Localwin.com and Findoha.com. Lead generation is a win-win for both the buyer and seller. A buyer is able to request information from several businesses that offer the product or service that they are looking for and the seller is given the opportunity to pitch their product or service to someone who has given them permission.

Lead generation is a win-win for both the buyer and seller. A buyer is able to request information from several businesses that offer the product or service that they are looking for and the seller is given the opportunity to pitch their product or service to someone who has given them permission. Conversion rates on leads that you receive often have a higher conversion successrate than cold contacts because the prospect is prequalified, before you ever receive the lead. Lead generation has become popular with businesses because it enables a business to:

- Determine pricing on a per lead basis
- Choose the product or servicethey wish to offer to prospects
- Select the geographical area that the business is interested in
- Control the number of leads a business wishes to receive per month (this assists with budgeting)
- Pay only for the leads that are received