



EVEREST INTELLIGENCE GROUP

## Everest Intelligence, a note on Lead Generation Services

At Everest Intelligence, we specialise in generating highly qualified B2B leads through deep market research, precise data segmentation, and carefully crafted outreach campaigns. Every project begins with thorough vetting of your industry, competitors, and the feasibility of acquiring relevant and high-quality leads.

Our objective is simple: deliver predictable, meaningful opportunities that convert into revenue.

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### Our Engagement Models

#### 1. Retainer Model: \$2,000 - \$5,000 per month

This model works best in industries where the lead landscape is strong and the opportunity to secure consistent, high-quality prospects is high.

*What you receive:*

- Ten to twenty qualified leads per month, delivered as inquiries or confirmed appointments.
- Full management of research, segmentation, outreach, and campaign execution.
- Dedicated support throughout the engagement.
- No setup fee required for the retainer model.

#### **Client protection.**

If we are unable to deliver the promised numbers within three months, we will either refund the amount proportionate to the leads delivered, or pass along the fully locked dataset created for your campaign. The specific option will depend on the scenario and will always favour the client.

This model is recommended when our vetting indicates a healthy and predictable lead flow for your industry.



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### 2. Pay Per Lead Model

This model is suited for markets where lead acquisition is more competitive or sensitive to external factors.

Pricing for each lead is finalised after the initial vetting phase. The usual ballpark range is **\$250 to \$500 per qualified lead**, depending on industry complexity, competitive landscape, and the strength of your brand positioning.

You pay only for the qualified leads that are delivered.

#### **Client protection guarantee:**

If Everest Intelligence does not deliver at least five qualified leads within three months of the project start date, the fully segmented dataset created for the campaign will be handed over to you at no additional cost.

#### **Setup Fee**

Each project begins with a setup fee, calculated according to the number of relevant contacts we are able to segment for your campaign.

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#### **Exclusive Data Rights**

The data batch created for your project is locked and kept fully exclusive. It is used only for your campaign and remains exclusive until both parties agree that the list generation phase is complete. There is no overlap, no reselling, and no shared usage of your dataset.

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#### **What Influences Lead Generation Success**

Lead generation is a complex, multi-factor process. While we bring strong backend systems, deep research capability, tailored outreach, and proven sales messaging, the final outcome is also shaped by your brand image, your product or service offering, your pricing, and the clarity of your value propositions.

When these elements align with our methodology, lead generation hits the ideal point where prospects respond, engage, and convert.



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## Why Work with Everest Intelligence

- Strong and detailed research capability
- Industry specific segmentation
- Exclusive data creation
- Transparent engagement structure
- Built-in risk protection for the client
- Focus on quality over raw volume

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**Every business has unique challenges, and every industry demands a tailored approach. Let us review your market and advise the most effective model for you.**

**Send us your inquiries at [hello@everestintelligence.com](mailto:hello@everestintelligence.com) to get started!**