

## Stop Prospecting - Start Closing

Reach out to the right contact, at the right time with the right conversation.

www.lead411.com



## What Makes us Different?

For companies looking to expand their sales efforts and need to save time prospecting, Lead411 provides accurate data combined with data intelligence, so your timely message can stand out from the crowd. Different from other data providers that focus on just email and phone numbers, Lead411 offers an intuitive platform that allows our customers to find specific prospects from SMB to Enterprise (based on the criteria that best reflects their ideal customer) and does so quickly so your sales team can focus on what's important - closing more deals.

## Product/Service Summary

Our goal is to decrease your data research hours and increase your revenue by putting sales development on auto-pilot. To ensure that we meet all of your data and information needs, we provide sales leads and intelligence, business email lists, company and people data including email addresses and phone numbers, president and executive biographies as well as news alerts for sales professionals.



## Overview

**Founded**  
May 2001

**CEO**  
Tom Blue

**Headquarters**  
Boulder, Colorado

**# of Contacts**  
35 Million and Growing Daily

**# of Companies**  
1.1 Million and Growing Daily

**Integrations**  
25+ CRM Integrations including: Salesforce, Zoho, Gmail, Infusionsoft and more...

**Triggers**  
New Hires, New Executives, Job Openings, Recent Funding, IPO's, Hiring Plans and more...

## Problems

What are the crucial problems you face with data providers today?

- Data is Inaccurate
- Not Enough Data
- Solution is Too Expensive

## Solutions

Lead411 focuses on providing our customers accurate data, and we strive to continue to add more verified emails, direct dials and intelligent sales indicators so our platform is as up-to-date as possible.

- Less than a 10% bounce back rate on Verified Emails
- Over 35 Million records and growing
- Basic Solutions starting at \$100 per month
- Enterprise Solutions with multiple seats and full feature access starting at \$5000/year

## What our Data Gives You

We realize leads are people with a unique story – they have important roles with diverse backgrounds and skills. Our platform helps you see the full picture, so you can reach out with some context, and create a business connection quickly.



**Elon Musk**  
CEO  
Tesla Inc

Type: Public  
Employees: > 10000  
Revenue: > 1 Billion  
Industry: Automotive/Transportation-Auto Parts/Services  
SIC Code: 5511 - New and Used Car Dealers

Download Now

---

**BIOGRAPHY**

Elon co-founded Tesla and continues to oversee the company's product strategy – including the design, engineering and manufacturing of more and more affordable electric vehicles for mainstream consumers. As Chairman and Product Architect, he helped design the ground-breaking Tesla Roadster, for which he won an Index and a Global Green award, the latter presented by Mikhail Gorbachev. In October 2008, he took on the additional responsibility of CEO, overseeing daily operations as the company was ramping up Roadster production and accelerating the development of its second vehicle, the Model S. Elon launched Tesla's regional sales and service centers across two continents and in May 2009 secured a \$50 million investment and strategic partnership from Germany's Daimler. He spearheaded a successful cost-down program that enabled Tesla to achieve profitability in July 2009. He guides development of the Model S, the all-electric family sedan that will be produced in at the Tesla Factory in Northern California. The Tesla Factory will employ approximately 1,000 workers. Elon has been fascinated by electric cars for two decades. After earning bachelor's degrees in physics and business from the University of Pennsylvania, he worked briefly on ultracapacitors at Pinnacle Research in Silicon Valley to understand their potential as an energy storage mechanism for EVs. He planned to do graduate studies at Stanford in materials science and applied physics but put school on hold to start Internet companies Zip2 and PayPal. In addition to his Tesla duties, he serves as CEO and CTO of SpaceX, and he's Chairman of SolarCity.

## FAQs

### What is a Sales Trigger?

A Sales Trigger is an indication that a change has or is going to happen - giving you a better opportunity to reach out, mention the data and start creating a rapport. For example, a new hire is 8x - 10x more likely to add new solutions/services within the first 3 months when starting at a new organization.

### What is the main difference between you and other data providers?

Many of our competitors are focused specifically on emails, phone numbers and addresses. We take our data to the next level, offering data intelligence through sales triggers that give you a holistic view of your prospect to help you navigate a smoother business relationship.

### What is the learning curve, is the platform easy to navigate?

We strive to provide a platform that is easy to understand and navigate. As an Enterprise customer, you will also get a custom training session from our Customer Success team to get you running in the right direction.

## What our Customers are Saying



John R.

Manager, Business Development

Lead411 is a terrific tool for those looking to find and export leads and not pay an arm and leg for it. I also have my team using the alert functionality to gain insight into companies that are a good target for us.



Kaitlin R.

Associate Account Manager

Ease of use. Compared to competitors, the usability is far above and beyond what competitors have. I personally like the "Verified Email" component, it's good to know you're viewing and potentially downloading recent emails -- the 99% accuracy rate is great!