

# Lead Generation Services

Add the power of TD SYNnex's customizable end-user (EU) lead generation campaigns to your portfolio! Capture demand in the market for industry-leading vendors and deliver highly qualified pipeline opportunities for resellers when there is interest or consideration in TD SYNnex vendor solutions.

Industry experience, channel knowledge and pre-established supplier relationships allow us to consult and provide high-quality, actionable end-user leads for resellers to drive vendor sales growth.

## Our Services



### Highly-Qualified Lead Generation

Provide vendor solution-focused leads to resellers through the FishTank™ Portal for direct follow-up once qualification requirements are met and needs are identified.

- Marketing Qualified Leads (MQLs)
- Sales Qualified Leads (SQLs)



### Appointment Setting

Have 30-minute introductory calls scheduled for selected resellers with qualified decision makers that have a confirmed need and interest in a vendor solution. A warm handoff to resellers can be included to guarantee attendance.

- SQL (Authority and Need)
- ANT (Authority, Need and Timeline)
- BANT (Budget, Authority, Need and Timeline)



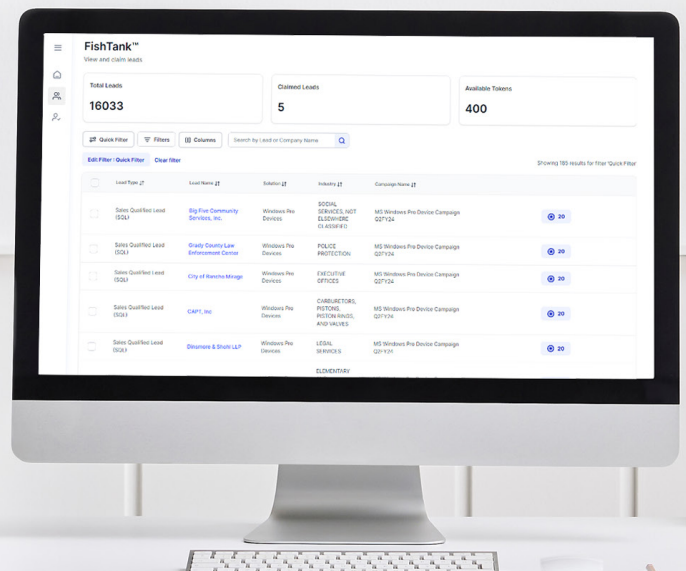
### Technology Matchmaking Subscription

Take advantage of a one-year subscription for access and promotion on TechnologyMatch.com, where IT buyers research vendor solutions and connect with promoted resellers directly through the website's matchmaking feature to discuss their IT needs.

## What Is FishTank?

FishTank is a collective pool of diverse sales leads available to TD SYNnex partners. It offers partners access to high-quality, solution-focused leads to fill their sales pipeline.

FishTank is part of the new DemandSolv+ platform that is a partner enablement tool available to TD SYNnex partners at no cost.



# How Does FishTank Work?



## Customized Leads by Campaign Solution

Generate leads based on a sponsoring vendor's specified target and qualification criteria to ensure a need for its product/solution offering for your customers.



## Streamlined Access

Give partners seamless access to a vast pool of leads using TD SYNEX ECEXpress credentials for Single Sign-On (SSO). Vendors decide which partners have access to their sponsored leads.



## Targeted Matching

Help partners search and filter leads based on a wide range of criteria, ensuring they only see prospects that align perfectly with their business objectives.

## Lead Progression

Visibility into lead progression for 12 months post-campaign.



## Campaign Set-Up

Consult with senior specialists on TD SYNEX vendor teams to create successful campaigns.

## Campaign Review

Monitor lead feedback and campaign progress for ongoing adjustments.



## Appointment Setting Campaign Management Process



## Third-Party Partnership

Contract lead delivery with vetted TD SYNEX suppliers.

## Quality Assurance and Reporting

Track, review and audit leads to ensure data and lead quality. Receive weekly reporting.



## Reseller Support

Leverage campaign specialists trained to guide resellers through campaign journeys.

## Questions?

Contact Us: [LeadGen@tdsynnex.com](mailto:LeadGen@tdsynnex.com)