

# Why Buying Sales Leads Is Expensive



MarketersForMovers.com  
Generating Leads For Movers.

## Buy Sales Leads

### PROS

- Leads immediately
- Cost is known
- Short-term feeling of confidence
- Buy set number of leads

### CONS

- Low close rate (12% ?)
- Lead is not unique to you. Same lead often sold to 4 or more movers
- Transactional. When you stop buying, the leads stop coming.
- Dependent on sales leads company for your business
- Prospect didn't choose you
- Prospect unfamiliar with you

## Invest In Website Optimization (SEO)

- Builds a sustainable future sales lead program
- Building for future of website and business in general
- Sales leads will not disappear but continue to grow year over year
- You are not reliant on third-party for leads
- Lower cost in long run
- You have control of your sales lead generation

- Not instantaneous
- Upfront investment in website
- Requires website optimization on continuing basis (but on the positive side--this will lead to better Google page rank for website)