

### Small Business Development Center Kutztown University of Pennsylvania

Helping businesses start, arow, and prosper.

#### Kelvin Francis President

LeadsBIXample 600 West Germantown Pike Suite 400 Plymouth Meeting, PA 19406 www.leadsbixample.com (610)768-8068

#### Industry:

Market Research Surveys Lead Qualification Call Centers Event Support

# **Year Founded:** 2010

#### **SBDC Assistance:**

Market Research, Capabilities Statement, BidMatch

#### **Additional Partners:**

Southeastern PA Procurement Technical Assistant Center

## **Client LeadsBIXample**



"What I expected to be a heavy load materialized into manageable and familiar steps I could take. And with the offer of support and guidance from you and your team, I can now envision succeeding in this endeavor."

-Kelvin Francis

LeadsBIXample provides sales and marketing support services to companies. Their methodology is rooted in Six Sigma, defined by the criteria of the client, and guided by the voice of the prospect. Kelvin Francis began LeadsBIXample out of necessity, not opportunity. After the recession and the subsequent shedding of back office support by many companies, a great need arose for external sales support services. Kelvin found disparity in the quality of opportunity provided to larger corporations as opposed to mid-market sized companies. Mid-market companies would use opportunities in a much better way if they could afford them. Kelvin

developed and began LeadsBIXample to provide mid-market companies an intelligent enterprise solution at an affordable rate.

Kelvin wants to expand his company's expertise to include government customers and is in the process of attaining his 8a certification. He stumbled onto SE PA PTAC by attending the 2016 Alliance Mid-Atlantic in Atlantic City, NJ, and was referred to Laurie Sterner, Government Procurement Specialist. Laurie and Kelvin worked to pull the massive federal government into more manageable pieces. Kelvin communicated, "I walked in the SBDC today an eager and driven business owner looking to venture into uncharted waters and fully expecting to leave bearing the full weight of 'the process of doing business with the government'. Then I met you and what happened next was nothing short of amazing. What I expected to be a heavy load materialized into manageable and familiar steps I could take. And with the offer of support and guidance from you and your team, I can now envision succeeding in this endeavor. So here is what I am appreciative of:

- First, you listened and understood where I was, who I was and where I wanted to be before your first words were uttered.
- Your use of past experience to drive home your points were very effective.
- Your understanding of use of tools as they pertained to my need.
- How you connected our core competencies to a successful strategy for this process.
- Your detailed explanation of the road map we can use.
- The confidence you expressed in my ability to succeed on this path.

I am now more enthusiastic and straight 'fired up' of the prospects of our future and it was my privilege to have crossed your path. So I thank you for lightening up this load and I am looking forward to working with you. I know we are in good hands."

Obviously, the task of selling to the government has many twists and turns, but with the help of PTAC, LeadsBIXample is a successful example of how to enter the government market space.

#### **Kutztown University SBDC**

15155 Kutztown Road Kutztown, PA 19530 P (484) 646-4003 F (484) 646-4009 sbdc@kutztown.org www.kutztownsbdc.org