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## Veteran-Owned Business Launches Unique B2B Marketing Division

Avoiding the ‘Revenue Rollercoaster’ - Bringing a steady stream of ideal, nurtured prospects to our clients

**Massachusetts** (September 27, 2017) – Compete Group began operations in 2011 by providing businesses with consulting for organizational development that focused on Strategic Planning, Employee Engagement, Personnel Effectiveness, Productivity, Growth and Leadership. They provided the means for increased productivity, profitability, and generally helped businesses become high performance organizations. Today, in response to market trends, Compete Group is solely focused on helping companies grow through online marketing utilizing a system of nurtured lead campaigns with the power of LinkedIn, the most effective tool for B2B sales.

**LinkedIn Nurtured Lead Campaigns (NLC)** – *“We’ve developed a unique and powerful system where we work with our customers to define the data points and demographics of their ideal clients. With that information, we then replicate the data to identify thousands of “ideal clients” for them on LinkedIn. We nurture those cold prospects into new warm leads through a consistent series of touches and engagement, all the while building authority for our customers. This process is all done in a personalized, systematic, non-sales pressure campaign, in order to develop an ongoing stream of leads who “know, like and trust” our customers, prior to accepting a meeting,” said Jack Parsons, President of Compete Group.*

### **Products and Services**

Compete Group specializes in three basic services. They are:

**Managed LinkedIn NLC** - *We manage the entire campaign for our clients from start to finish. We do all the legwork. We identify, search, connect and engage with your ideal clients through LinkedIn, with an end result of providing you a consistent, steady stream of hot leads you’ll use to generate a high ROI and to get you off of the “revenue rollercoaster.”*

**Individual Coaching of the NLC** - *a more personalized method of learning and implementing the NLC where, over a series of weeks, we connect to implement the most successful NLC designed specifically for you and your business.*

**Individual Training of the NLC** - *multi-module programs delivered online - designed to educate and motivate our students to learn all of the necessary skills and manage their own powerful lead generating system.*

Jack Parsons, President of Compete Group states, "Compete Group is designed to help businesses grow by mapping a system to get them off of the revenue rollercoaster. Most business owners are very good at what they do, but while performing their profession well, they often lose the focus it takes to market their business effectively. We take that burden off of their shoulders so they can do what they do best, and we take care ensuring they always have a steady stream of potential customers and clients who want to speak with them about doing business." For an in-depth look at the services we offer go to our website at <http://www.competegroup.com>.

**Jack Parsons** is the President of Compete Group, and a retired Lieutenant Colonel with over thirty years of military service. He has a Bachelor's Degree in Computer Science from Boston University and an MBA. Jack spent much of his time in the military as a trainer, culminating in management of the Massachusetts Army National Guard's training program, and was heavily involved in the Army's Business Transformation Program where he worked extensively as a Strategic Planner, facilitator, and trainer. He was a national evaluator in the Malcolm Baldrige National Quality Award program, judging various organizations' submissions to the Business Transformation Program. In Compete Group, Jack brings years of training and organizational development experience, and an expertise in social media marketing.

**Judy Parsons**, Executive Vice President of Compete Group, is a 20 year sales veteran in various industries from wireless, telecom and franchise sales. Like many seasoned sales professionals, Judy started her sales career when there was nothing more than Yellow Pages for prospecting. "It has been very interesting watching the evolvement over the years. Before the internet and cell phones, a salesperson's life was not easy, but we didn't know any better. We drove around with Yellow Pages and a Rand McNally road atlas. Once the internet and cell phones came along, things were a lot easier, we had access to the information so much faster, but the sales process remained the same with a series of steps that must be taken in order to complete the deal. I always thought, I love what I do on the day of the appointment, but dreaded the cold calling, emailing, rejection and everything else that led up to getting the qualified appointment. What if my time was spent closing business, instead of finding new business from scratch? Our LinkedIn Nurtured Lead Campaign, does just that! This breakthrough in technology speeds up the prospecting time so our client is delivered qualified leads from their 'ideal client' list, who already know, like and trust them through interaction on LinkedIn that we manage for our clients.

For businesses who offer a service but don't have a designated sales force, this is pure gold! These folks need help prospecting for clients, but just don't have the time as they are too busy running their companies. For entire Sales teams, suddenly getting welcomed appointments with the decision makers, CEO's and owners, every month... it's a game changer! They are really getting the "silver platter" of leads, allowing them to do what they do best - selling and closing. It is very exciting and rewarding watching the campaigns come to fruition and having our clients say 'I could never have done this on my own; my business is going through the roof'!

Who knows what the next big thing will be, but right now, we are taking full advantage of this technology and helping as many people as possible grow their business with tremendous results!"

For more information on Compete Group's LinkedIn Nurtured Lead Campaigns, please contact:

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