



Model of Excellence

BuyerZone

Company:

Business Model:

BuyerZone.com
Watertown, MA 02472
www.buyerzone.com

Advertising & Transaction Supported:
Lead Generation

Business Model

The **Advertising and Transaction Supported: Lead Generation** business model represents a new and sophisticated form of buying guide, where the publisher delivers to the advertiser fully qualified sales leads. Revenue models vary, with a few publishers charging only a flat fee to participate, some charging a flat fee and a per-lead fee, and some charging on a pay-for-performance basis.

Overview

The Buyerzone.com business model is pure pay per lead. Its basic business is simplicity itself: a buyer comes to the site, fills out a short survey relative to the item they want to buy, and BuyerZone delivers the information as a sales lead to a limited number of qualified sellers, who then make direct contact with the buyer.

Belying this simplicity, however, is a series of substantial hurdles. First, BuyerZone must attract enough qualified buyers to its site. It must then convince them that its approach, which is still a relatively new concept, is an effective way to purchase things. BuyerZone must also sign up enough sellers in enough different categories to make itself a true destination purchasing resource. Finally, and arguably most importantly, it must ensure that sellers contact the buyer promptly, no small task as every seasoned B2B marketer knows.

The upside is that the buyers who fill out forms represent fresh, hot and perfectly qualified leads ready to make purchases. They embody everything a seller could want in a lead. BuyerZone moves them to sellers quickly, and limits the number of responses the buyer will receive to further enhance the value of the lead to the seller, and to make sure the buyer is not bombarded with sales calls.

Perhaps most significantly, BuyerZone avoids the whole issue of shopping on price, because it doesn't deal with prices. It functions as an introduction service, matching buyers and sellers who can communicate before price is discussed. This means that no supplier ever gets automatically screened out by a buyer on the basis of price. Every seller gets the opportunity to pitch their unique package of service, quality, delivery and other differentiators before quoting a price.

The BuyerZone approach to lead generation model is a demanding one, but it represents a fresh and exciting new alternative to the traditional yellow pages/buying guide model where the buyer does all the work.