

Development Counsellors International

The Leader in Marketing Places

Prospect Development/Qualification

Since 1960, Development Counsellors International has worked with more than 350 economic development groups and is the only firm in the world dedicated exclusively to economic development marketing. Our PDQ Division is a team of full-time professionals who are industry experts and focus solely on investment attraction marketing. We specialize in identifying companies that are in an expansion mode and arranging meetings with the appropriate decision-makers.

What We Can Do for You More Than Just Lead Generation

- Our research team offers insight on the best ways to effectively target companies with investment potential.
- DCI's PDQ program is a cost-effective sales solution saving your business development/retention team time and effort.
- We uncover potential investment projects suitable for your community based on our experience navigating corporate organizational structures and building rapport with C-level executives.
- DCI can set up productive meetings for you at trade shows, conferences and seminars, and act as your official representative when appropriate.
- We've built strong relationships with location advisors and other site selection influencers and can connect you with them.
- DCI does not share sensitive information about investment opportunities with other organizations. Your leads are yours alone.

PDQ Services

Investment Attraction
Expansion/Retention
Location Advisor Marketing
Marketing Missions
Trade Show Support
Industry Research

The PDQ Process

Research and Lead Generation

Define target industries; identify companies with investment potential

Advance Communications

Send tailored letter/e-mail on behalf of client

Personal Outreach and Follow-Up

Pinpoint key decision-makers; discuss future expansion plans; promote client's assets

Meeting with Prospective Investor

Confirm interest in client location; schedule face-to-face meeting for in-depth discussion

What We Have Done for Others

A Sampling of Our Experience

Pennsylvania Department of Community and Economic Development

Since 2005, DCI has collaborated with Pennsylvania to connect them with more than 250 senior executives at companies within their target industries. As a result of our efforts, Church & Dwight chose to construct a 1.1 million sq. ft. manufacturing plant and distribution center in York County, creating an estimated 300 high-wage jobs.

International Business Wales

This trade and investment arm of the Welsh Assembly Government partnered with DCI to communicate its investment proposition in North America. During the past five years, DCI has facilitated more than 320 meetings with qualified prospects, resulting in several investment projects.

DCI's PDQ Division organized more than 400 meetings in the past year.



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