

# LeadConduit™ Services Being Offered to Career Schools

with Mitch Talenfeld, [MDT Direct](#)

**H**ow you receive and handle your leads is critical, especially in today's marketplace where an estimated 70 percent of career school leads are coming from the Internet. With that many leads coming from a single source it is imperative they be handled in the most professional, time-efficient and effective way possible. And if you don't, someone else will.

MDT Direct, a Florida-based advertising and marketing agency that specializes in servicing postsecondary schools and colleges understands this better than anyone, and they've got a proven track record of providing schools and colleges with the tools,

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services and know-how to improve lead-flow and convert those leads into enrollments. But MDT Direct also understands that you can't just do one thing well and then rest on your laurels. You constantly have to stay ahead of

the game and change with the times. That's why now, through an exclusive partnership with ActiveProspect, Inc., they're making it even easier, more efficient and more affordable to manage your Internet leads.

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***LeadConduit service is a real-time Web-based platform designed to capture, validate, deliver, track and report Internet leads, and it puts control of the process directly into the hands of the client-user.***

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The partnership with ActiveProspect allows MDT to resell the LeadConduit™ service—the ultimate Internet lead management system—to their clients. For anyone unfamiliar with the LeadConduit service, it is a real-time Web-based platform designed to capture, validate, deliver, track and report Internet leads, and it puts control of the process directly into the hands of the client-user. As a result of that, schools will be able to reduce their overall cost of acquiring students online.

Milan Institute, a chain of 16 campuses throughout the western United States, has been using the LeadConduit service since December, and with impressive results so far.

“It gives marketing directors like me an easy way to purchase, manage and electronically distribute Internet leads to our call center or admissions team” says Fred Carini, vice president of admissions and marketing for Milan. “Our marketing team used to manage Internet leads manually on spreadsheets. We are now saving 15 or 20 hours a month, getting vital instantaneous reports and it is costing us much less than any other service available.”

In use since May 2004, LeadConduit is ActiveProspect’s flagship application for lead management and acts as a neutral

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***With the LeadConduit system, users are able to: buy leads directly from publishers at lower rates; evaluate Internet leads easily; automatically verify leads on delivery for duplicates and missing/bad data; easily reject leads due to bad information provided; [and] have billing verification done within minutes, rather than hours.***

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third-party between buyers and sellers of Internet leads. Used by a wide variety of organizations within the financial services, home services, health and consumer packaged goods industries, it literally processes millions of Internet leads every month, helping those firms build their e-mail

databases, acquire qualified leads for their sales and marketing people and route leads to different locations. Through its partnership with MDT,

ActiveProspect is bringing LeadConduit to the education sector.

“We partnered with MDT because of their extensive network of customers in the EDU space and their deep understanding of the needs of those customers,” explains Steve Rafferty,

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Milan Institute***

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Harvard MBA and ActiveProspect founder. “We have already begun enhancing the platform to better service this market.”

Mitch Talenfeld, of MDT Direct, says though they have worked with schools to generate and convert leads into enrollments through a variety of means for years, they also recognized the need for a stand-alone product like LeadConduit in the education sector—especially after seeing first-hand how Internet leads were being marketed and



**MITCH TALENFELD** is president of MDT Direct, and MDT Tracking, Inc., an exclusive dealer of the Ztrac electronic call tracking system and MDT Connect, the ultimate Outbound and Inbound Call Management System on the market today. He has been involved in advertising and market-

ing for over 25 years. Known for his ability to plan and execute complex marketing programs, he is widely recognized in the business community through his involvement in the direct marketing industry.

MDT Direct and MDT Tracking work with over 300 schools and colleges nationwide, helping them to improve their advertising, communications and admissions effectiveness. By combining the use of traditional direct marketing techniques with some of today’s cutting-edge technology, MDT has raised the bar in the world of traditional school advertising.

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sold to their clients. But they didn't just grab the first product they saw.

"It took us over a year of extensive research to find a product this sophisticated with the reports and structure that would work in this industry," says Talenfeld.

With the LeadConduit system, users are able to: buy leads directly from publishers at lower rates; evaluate Internet leads easily; automatically verify leads on delivery for duplicates and missing/bad data; easily reject leads due to bad information provided; have billing verification done within minutes, rather than hours; view critical reports in seconds; analyze leads based on a variety of criteria for better assessment of vendors; easily

switch lead vendors or ad agencies without losing access to any historical data; manage lead-flow in from the Internet and out to an auto-dialer, call center or other auto-response service; make instant outbound phone contact; batch download or auto-deliver leads into lead follow-up programs or CRM systems; and manage your pay-per-click campaigns and Web site through one source.

But perhaps one of the most important features is that the leads can be delivered instantly and the prospects contacted within seconds of their completing the online form. In the career school industry, that can make or break an enrollment.



*Written by Cheryl Hentz.*