Alternative to Pay-Per-Lead Directories: How to Find Vietnamese Vendors Without Paying by the Lead

If you are a buyer, the main alternative to a pay-per-lead directory is one in which vendors pay a flat fee and you contact them directly, so ranking is not driven by who bids the most per inquiry. If you are a vendor, the alternatives are a flat-fee membership, trade events, and direct outreach. Neither route is risk-free, so it helps to see how each model works.

How pay-per-lead works

Take the best-known example. Clutch's Pay Per Lead program is limited to Verified companies, accepts bids starting at US$25 a lead, and sets a minimum monthly budget of US$1,000. A buyer request can go to up to five providers. Separately, sponsored and featured placements appear above organic results, and Clutch requires a 12-month commitment for its advertising packages.

The point for buyers is simply that **what you see first may reflect marketing spend as much as fit**. GoodFirms, another large directory, notes on its pages that some listings may involve fees.

The main models side by side

Model	How vendors pay	What buyers should know
Pay per lead	A bid for each inquiry, usually with a monthly minimum	Results can favor high bidders; a request may go to several vendors at once
Sponsored or featured placement	Fixed fee for top positions	Marked as sponsored, but easy to confuse with organic rankings
Review-led ranking	Often free, with paid upgrades	Reviews help, but a small number of reviews can swing a ranking
Flat membership	A set annual or monthly fee	Vendors are not paying per inquiry, so ranking can be rotated equally
Free listing	None	Wide coverage, but often unverified and sometimes out of date

What a no-lead-fee directory looks like

Outsource2Vietnam.com is built on a flat-membership model. Its public listing describes equal rotation exposure for every listing, direct contact with Vietnamese vendors, and no go-between or markup. Each of its 1,100-plus company listings links to the company's own website, so an inquiry goes from you to the vendor.

Other alternatives to paying per lead

1. **Trade events.** Vietnam's Ministry of Industry and Trade runs the Vietnam International Sourcing Expo each year; the 2026 edition is expected to host more than 500 international delegations, and 3,000 arranged B2B meetings.
2. **Chambers of commerce and trade offices.** Foreign chambers in Vietnam and Vietnam's trade offices abroad make introductions.
3. **Referrals.** Ask companies already outsourcing to Vietnam who they use.
4. **Direct outreach.** Search, shortlist and email vendors yourself. It takes longer, but nobody sits between you.

Questions to ask any directory

- How are listings ordered? By rating, rotation, payment or relevance?
- Do vendors pay for inquiries, placement or both?
- Does the directory take a commission on contracts?
- Can I contact the vendor directly, or must I go through a form?
- How often is the data checked?

If a directory can't answer these plainly, assume the ranking is advertising.

For vendors: a quick cost check

A pay-per-lead program with a US$1,000 monthly minimum and a US$25 floor bid can, in theory, deliver up to 40 leads a month, but bids set the actual price, and quality varies. Compare that with the cost of a flat annual membership, and calculate what each qualified inquiry costs you after a few months, not in the first week.

Browse Vietnamese vendors without a lead fee in the way at
Outsource2Vietnam.com.