



Inside Sales Representative



Account Manager



Database Specialist



Quality Analyst



Email Marketer



Maximum Calling Hours

- 8** Hours/Day
- 5** Days/Week
- 22** Business Days

Large Call Volume

150 Calls/Day
(3300 Calls / Month)*

Minimum Call Volume



Email Marketing

- HTML Email Template (EDM)* creation
**compatible with all major email clients*
- Introduction and Follow Up Email Blasts
- Ongoing mail-outs for Requests for Info
- Response and database management



Social Media Marketing

Prospecting via Social Media/Networking Websites:

- LinkedIn**
- Facebook**
- Twitter**
- Google+**

Global Database

Targeted calling and email lists based on your parameters: industry (SIC/NAICS codes), company size, geography, job titles

Multi-Channel Lead Generation

A comprehensive outbound solution combining online marketing channels and teleprospecting.



1 Sign Up

Your designated sales rep will guide you through our sign-up process and payment options.



2 Project Kick-Off

Meet with your project team, interview a selection of callers, discuss campaign objectives and specifications.



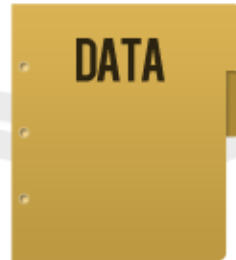
3 Setup

The call script is put together, email templates are drafted, your CRM account is created



6 Commence Calls

Prospecting and appointment setting can start as early as 5-7 days after database approval.



5 Database Creation

Your Data Specialist will compile calling and email lists based on your parameters. Contact lists are sent to you for approval.



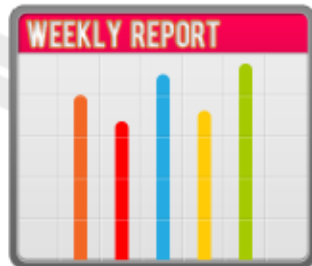
4 Familiarization

Your Agent will study your script (product info, rebuttals, qualifying questions) while the Quality Analyst makes note of your lead qualification criteria.



7 Email Blasts

Your Email Marketer will schedule an intro blast within the first week and arrange for a follow up mail-out after two weeks.



8 Check-up, Feedback and Troubleshooting (Ongoing)

Your project manager will ensure things are running smoothly and help you tweak your campaign when necessary.



9 Real-Time Reporting

Generate daily, weekly or monthly reports via your CRM account.