



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
- Introduction and Follow Up Email Blasts
- Ongoing mail-outs for Requests for Info
- Response and database management

*compatible with all major email clients



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.



4. Familiarization

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



5. Database Creation

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



6. Commence Calls

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



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

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

