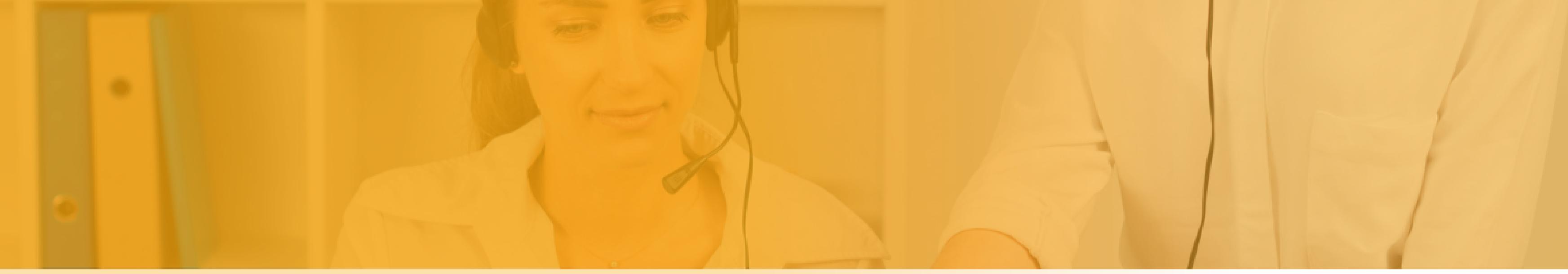


TELEMARKETING PROGRAM PRODUCES TWICE THE AVERAGE SALE



THE CLIENT CHALLENGE

Our partner in the software industry was determined to meet or exceed their year-end revenue goals. As a result, they came to us to help them quickly and significantly increase the volume of leads. Pay-per-click advertising and internal telemarketing efforts were simply not generating the number of leads needed for a banner year. What they did have working for them, though, was a high-performing inside sales team. Previous campaigns had shown that our partner's sales staff was extremely effective at closing business with qualified leads. They just needed more of them.

THE RESPONSEPOINT SOLUTION

Effective telemarketing to the right list can produce targeted, high-quality and high-value leads. In collaboration with our partner, we developed a sustainable outbound telemarketing program to deliver qualified leads to their skilled inside sales team. Here's how

- We began by assessing the target markets and prospecting lists provided by our partner.
- Based on their customer characteristics and demographics, we created a tailored call guide and thoroughly trained our call center staff.
- Subsequently, we refined our technique with a call strategy and frequent debriefing sessions during the first week of calling.
- After the call performance met everyone's expectations, we launched the program at a rate of 250 telemarketing hours over three months.

The ResponsePoint Result



119 qualified hot leads produced in three months



3.6 introductory presentations made each hour of calling



193 qualified warm leads produced in three month



Average value per sale doubled from company's former campaigns



Based on ResponsePoint's successful campaign, client adopted telemarketing as key revenue driver for the year and expanded lead generation efforts