



The Mx Group

Isoolate 3 Month Telemarketing Proposal

05/13/21

Agenda

- About Mx
- Program outline
- Pricing estimate
- Timing, feedback & next steps

About Mx

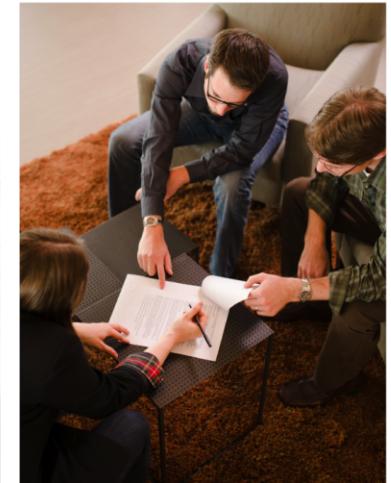
TOP B2B AGENCY

- Ad Age



100+

Full-time Employees





DEMAND SERVICES



DATA
MANAGEMENT



PROSPECT
& NURTURING



TELEMARKETING
& SALES



RESPONSE
MANAGEMENT



CHANNEL
SUPPORT



SYSTEMS
INTEGRATION



SFA
PLATFORM

The background of the slide features a complex network of thin, light gray lines forming a web-like structure against a dark blue gradient background. There are three small, solid gray circular nodes: one at the top center, one near the bottom left, and one near the bottom right.

Program

This Program Will...

- Target _____
- Generate qualified sales opportunities and obtain actionable marketing data
- Identify meaningful insights on brand preference, product interest, challenges, etc
- Make prospect marketing data available for ongoing direct sales and marketing efforts
- Begin with _____ records that best match the ideal customer profile
- Deploy a dedicated agent who will learn the brand and understand the products
- Use the agent for direct outreach, ongoing contact and escalation to sales
- Set the stage for ongoing communications and direct engagement
- Foster a closed-loop approach to targeting, lead gen and timely follow-up
- Start with a 3-month pilot, building the case for additional markets, campaigns, offers, etc.

Proposed Scope

- Kick-off
- Setup
 - Call guide development and setup in Mx's calling platform NICE InContact
 - Campaign Training with Agent
- Calling Activity
 - 1 FTE who is US based, English speaking, in-house call center
 - Phone number with caller ID & ability to receive inbound callbacks
- Reporting
 - Agent call activity with status of records and qualified leads
- Campaign Management
 - Weekly hourly touch base to share calling insights and results

Program Highlights – Telemarketing

- 1 agent, full time for 3 months of calling activity
- Client and product training
- Inside sales approach...goal is connection, not dials
- Agents managed by overall outcome vs volume
- Email follow up by agent
- Ability to pivot to team regarding outcomes, insights, conversion and specific opportunities

Program Highlights – Marketing Data

- Brand perceptions and messaging insights
- Datapoints on timing, needs, buying process, etc.
- Factors influencing commercial sales
- Importance of dealer vs. digital user experience
- Lost order feedback

Example of insights from a similar campaign

Lost Opportunities Survey Takeaways

- 90% are past the planning phase
- 90% would recommend us based on their experience
- 75% who use similar for future projects would consider Siemens
- 70% of the contacts we reach are the right contact for the project
- Majority of those who considered a drive had Siemens in their consideration set
- Majority of those who bought a drive bought a Siemens drive

Comments Delivered to Sales

I spoke with Joon Choi, the PV Designer at Integral Group. He is an EPC where he specs out projects for clients and he has a few projects in the pipeline. He would like a rep to reach out 12/03/2018 to talk about the projects when he has more information.

I spoke with (Name) at Eckel Engineering. Has a project now but client wants Toshiba drive. Will have another project coming up. Do not have rep contact him until January 2019. Will accept email prior to that.

I spoke with (Name) at Tejas. Paul said they normally use low voltage VFDs. They are going to be adding 3 medium voltage drives in about 6 months and are in the planning stage. Need product with very low noise. He asked for an email from Siemens and wants information.

Program Estimate

Isolate Initial Calling Program Estimate 05/13/21	
Activity	Total
Kick-off and Discovery	\$1,500
Internal onboarding and internal prep	
Discovery meeting, conclusions and updated plan	
Setup	\$2,330
Call guide development	
Setup in NICE InContact	
Email development	
Agent training	
Campaign Management	\$11,340
Call reporting	
Project management	
Weekly check-ins	
Calling Activity	\$21,662
1 FTE for 3 months/12 weeks	
Phone fees	
Total	\$36,832

Your Team



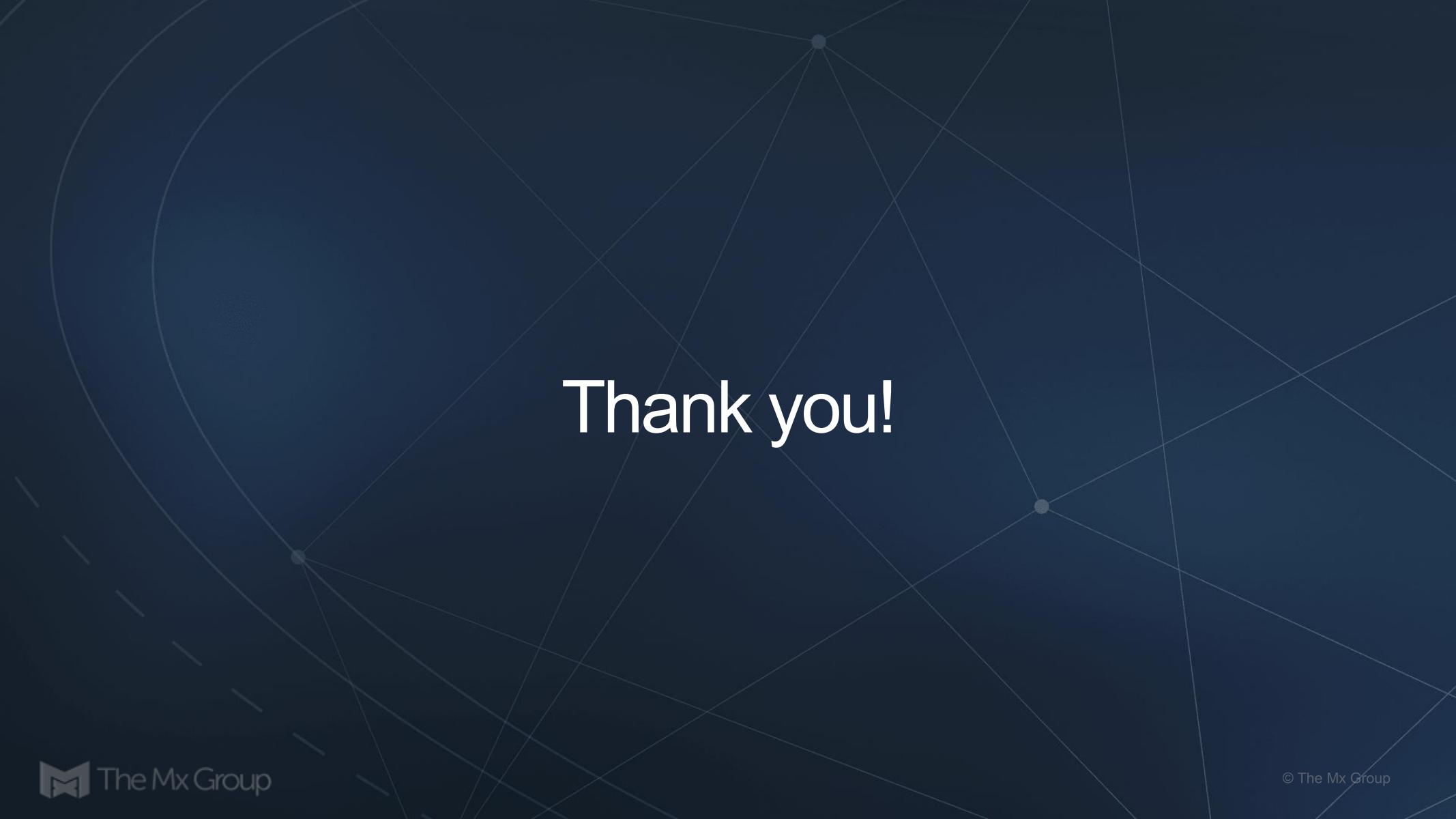
Kadie Penrod, Manager of Demand Operations

Kadie joined The Mx Group in 2013. She is a key member of the Demand Operations team, responsible for telemarketing, lead capture, lead processing, reporting and channel management, including sales rep and territory management, for several clients. She is an expert in The Mx Group's lead management, telemarketing and fulfillment systems. She graduated from University of Illinois at Chicago in 2011 with a B.S. marketing.



Percy Thornbor, Jr., Telemarketing Team Lead

Percy joined The Mx Group in 2016. He brings over 15 years of experience previously working as a Sr. Corporate Partnerships Executive selling advertising, media, hospitality packages and promotions to clients while managing the team of call specialists. In 2017, he was promoted to the role of Telemarketing Team Lead where he oversees call quality and efficiency measures for all campaigns and manages our call agents. Percy graduated with a B.B.A. in Marketing from Jackson State University.



Thank you!