



The Mx Group

Telemarketing Proposal

5/11/18

About Mx Group

**B2B
Marketing
Strategy**

**Design
and
Content**



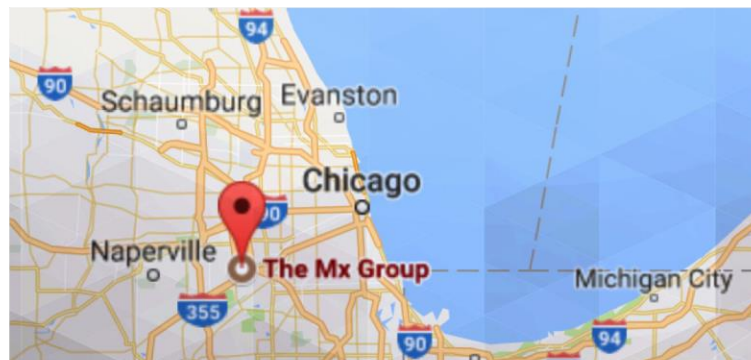
The Mx Group

**Demand
Gen and Lead
Management**

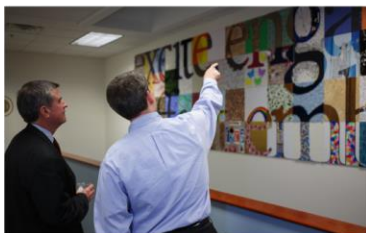
**Web and
Mobile App
Development**

TOP B2B AGENCY

- Ad Age



100+
Full-time Employees



25+
years of driving
REVENUE



Your Situation

Project Background

- Generate qualified U.S. leads
- 3 attempts per record
- Calling list acquired by Isotrak, between 5,000 & 10,000 records
- Goal of calls:
 - Introduce and establish value of Isotrak fleet management services & other products
 - Identify decision makers with quality opportunities in the US for Isotrak reps
- Leave voicemail on final attempt if we cannot reach the record

Approach

Proposed Scope

- Kick-off
 - Strategy discussion
 - Data review, overall project plan and reporting requirements
 - Alignment on messaging and qualification criteria
 - Lead management planning
 - Final SOW
- Set-up
 - Mx systems set up
 - Agent training and review/coaching of test calls
- Calling activity
 - US based, English speaking, in-house call center
- Ongoing management & reporting

Assumptions and Pricing

Assumptions: 5,000 Record Campaign

- 5,000 records to be called
- 3 call attempts per record
- Bi-weekly calling results report
- Extract review of 50% of successful calls
- Call listening for 10% of successful calls
- Calls to be made between 6/1/18 and 7/15/18
- New call guide, provided by client
- Estimated successful records: 150-210

Initial Estimate: 5,000 Record Campaign

Project : Telemarketing Project

Project Strategy and Management	\$3,401
Project Setup	\$4,757
Calling	\$20,650
Lead Processing	\$675
Reporting	\$278
Telephone Line Charges*	\$740
TOTAL	<u><u>\$30,501</u></u>

Assumptions: 10,000 Record Campaign

- 10,000 records to be called
- 3 call attempts per record
- Bi-weekly calling results report
- Extract review of 50% of successful calls
- Call listening for 10% of successful calls
- Calls to be made between 6/1/18 and 7/31/18
- New call guide, provided by client
- Estimated successful records: 310-430

Initial Estimate: 10,000 Record Campaign

Project : Telemarketing Project

Project Strategy and Management	\$5,462
Project Setup	\$4,909
Calling	\$39,036
Lead Processing	\$1,350
Reporting	\$463
Telephone Line Charges	\$1,481
TOTAL	<u><u>\$52,700</u></u>

Tools & Technology

Noble Systems

■ Outbound Dialing System

- Multiple dialing modes and configurable pacing algorithm
- Area code management – automatically begins and ends calling based on the time of day
- Busy, Disconnect, No Answer and Answering Machine Screening
- Speed of call transfer - fastest in the industry
- Call back scheduling - Agents can schedule agent-specific or general call-backs

■ Outbound Call Regulation Compliance:

- Fully compliant with all current rules and regulations

Noble Systems

- Advanced campaign management and monitoring tools
 - Call recording, live call monitoring, live call metrics
 - Dedicated agent interface increases efficiency and productivity
 - Agile script development tools allow for on-the-fly adjustments
- Data security
- Integration with marketing automation

Your Team

Team



Lisa Pasciak, Director of Demand Operations

Lisa joined The Mx Group in 2008. After two years in the Client Services department, she transitioned into the Traffic department, where she managed internal workflow and individual schedules for various departments. In 2017, she became the director of demand operations, managing the teleservices, sales operations and fulfillment teams. She graduated from North Central College in Naperville, Illinois, in 2007, with a B.A. in marketing. In 2014, she earned her MBA with a focus in project management from Lewis University in Romeoville, Illinois.



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 a team of four sales associates. 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