



Inside Sales Pilot Preliminary Estimate

03/13/18

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Our Discussions

Brief Background

- Chicago based, global, human capital solutions company that helps people find jobs and employers to find, hire and manage talent
- Services include recruiting solutions, employment screening, human capital management and on-line offerings
- Quick, easy technology based approach to find, hire and manage people is the high level message
- Lack of focus on small business has resulted in lower sales and a drop off of online users for this segment
- This pilot is designed to test the ability of a focused sales team to reengage past users and generate new sales

Project Objectives

- Near term:
 - Reengage from non-active, small (25 employees or less) past online posting users from a test group or 500 or so
 - Sell subscriptions service to prospects from that same segment
- Longer term:
 - Collect data and gain insights on selection criteria from call activity results
 - Include “survey” question to gain feedback on how this small market segment buys these types of services
 - Help align trigger questions and buy signals to gain efficiencies
 - Establish a partnership relationship between CareerBuilder and The Mx Group

Approach

Project Outline

1. Campaign kick-off...discovery around messaging to this group and specific segments, incentives/offers discussion, review the mechanics of the ordering process and connect with marketing resources
2. Data sourcing from CareerBuilder and aligned with testing approach and reporting
3. CareerBuilder/Mx development of campaign digital assets...intro email and follow up emails, order forms, landing page, etc.
4. Development of the call guide by Mx
5. Test calls and review
6. Campaign execution and reporting

Proposed Scope

■ Kick-off

- Data review, plan for testing, overall project plan and reporting requirements
- Confirmation on messaging, qualification criteria and offer
- Lead delivery and final SOW

■ Set-up

- Mx systems set up
- Agent training and review/coaching of test calls

■ Calling activity (500 past customers and 500 new, 3 attempts)

- First round – 500 past customers, 3 attempts – test for initial 50 records to measure receptivity of the offer and results
- Second round – 500 new prospects, 3 attempts

■ Ongoing management and reporting

Pricing Estimate

Initial Estimate

Strategy and Planning	\$8,848
Kick-off	
Data review, testing plan, project plan, reporting requirements	
Mx systems set up	
Agent training and review/coaching of test calls	
Calling activity	\$7,934
First round - C-level	
Second round - Manager Level	
Ongoing Management and Reporting	\$3,307
Project management and ongoing review	
Reporting and Misc. line charges	
Total	\$20,089

Assumptions

- One dedicated call agent
- Includes extensive training for our agent and project manager from Career Builder's Sales Team (including one on-site training day)
- We are not collecting payment information on the phone
- We are sending a text based emails from CareerBuilder alias for sign up instructions, appropriate links and incentive code, order information and follow up messaging (Mx to work with Career Builder on the drafts of these emails)
- There will be a place for the customer to input a promo code to receive the incentive we are offering and to indicate that the sign-up came from Mx
- We are only selling subscriptions (not one-off job postings)
- CareerBuilder will forward us who has signed up using our promo code so we can cross reference our call list and remove those who signed up
- We will time box the incentive and require sign-up/re-activation within specified time-frame, if they do not sign-up within the time frame, they go back into calling and receive a "one-time extension"

Sample Reports

Call Outcomes				
Telemarketing Call Outcomes	#	%	#	%
Teleprospecting Accepted Lead	8	50%	8	0%
In Progress: Not Contacted, Not Reached Max Call Attempts	8	50%	8	0%
In Progress: Additional call backs after info was sent once	0	0%	0	0%
In Progress: Contact Asked For Call Back	0	0%	0	0%
In Progress: Sent Email/Follow-Up	0	0%	0	0%
In Progress: Left voicemail once, Not Reached Max Call Attempts	0	0%	0	0%
Teleprospecting Qualified Lead	2	13%	2	0%
Accepted More Information	1	6%	1	0%
Committed to General Sales Engagement	1	6%	1	0%
Committed to Scheduled Sales Call	0	0%	0	0%
Committed to Scheduled Sales Visit/Meeting	0	0%	0	0%
Need Product Help (Non Sales)	0	0%	0	0%
Closed	#	%	#	%
Closed Won Sale	0	0%	0	0%
Committed to sign up	0	0%	0	0%
Self sign up	0	0%	0	0%
Signed up on phone	0	0%	0	0%
Closed Lost Sales	0	0%	0	0%

Summary Metrics				
Number of records called	16		16	
Universe	802		1	
Contacts by number of attempts	#	%	#	%
1	7	1%	0	0%
2	1	0%	0	0%
3	0	0%	0	0%
4	0	0%	0	0%
5	0	0%	0	0%
TQL/Universe	0%		200%	
Avg calls (all up) per TQL	14		0	
Avg dollars (all up) per TQL	25000		10000	
Avg dollars per TQL ("make calls" task)	150		750	
	% estimate		% estimate	
Project Budget Estimate	45000		30000	
Project Budget Actual	50000	111%	20000	67%
Make calls estimate	300		1500	
Make calls actual	500	167%	2000	133%
Average time connected per call				
Average after call work per call				
Average total time per call				

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.

Team



Kelly Olson, Account Director & Telemarketing SME

Kelly has nearly 15 years of B2B marketing experience. She has successfully developed and implemented integrated marketing programs for her clients that include product and brand messaging, creative development, demand generation, lead management and sales enablement. In her role as B2B Telemarketing subject matter expert, Kelly aligns programs with best practices to ensure clients see results and maximize their return. Kelly graduated from Concordia College in Moorhead, Minnesota, with a B.A. in business and communications.



THANK YOU

About Mx Group

**B2B
Marketing
Strategy**

**Design
and
Content**



The Mx Group

**Demand
Gen and Lead
Management**

**Web and
Mobile App
Development**



TEMPUR+SEALY

Rexroth
Bosch Group



SIEMENS



flexera



Cox
AUTOMOTIVE™



Abaco Systems | Abbott | Alonti

Altran | Anvil International

ASSA ABLOY Hospitality | Atlas Copco

Belden | Benefit Mobile | Bosch Rexroth

BrioRx | Certified Collectibles Group

Cox Automotive | DealShield | Deublin

Flexera | General Electric (GE) | GG+A

Grundfos | Huron | JLL

JPW Industries | MAVERICK Technologies

National Automobile Dealers Association

NAVIS | RACO Manufacturingy | SCA

Siemens | Tempur Sealy (Hospitality)

The Vitality Group

U.S. Tsubaki Power Transmission

vAuto | VinSolutions

WIN (Wireless Information Networks)

Wonderlic | Xtime | Zekelman Industries

TOP B2B AGENCY

- Ad Age



100+
Full-time Employees



25+
years of driving
REVENUE

