

The Mx Group

 4/30/18

Project Estimate for Ahead

Project : Telemarketing Project

Project Strategy and Management	\$10,744
Project Setup	\$4,511
Calling	\$29,962
Lead Processing	\$39,967
Reporting	\$25,345
Telephone Line Charges*	\$664
Research	\$29,453
TOTAL	<u>\$140,644</u>

Parameters

- 1700 Records to be called
- 5 Call Attempts per Record
- Custom Daily Reports
- Extract Review: 25% of Successful Calls, 1% of Unsuccessful Calls
- Calls to be made between 5/1/2018 and 5/31/2019
- New Script
- Includes 20 minutes of research on each record and
- Complexity Level: Average
- Call Review: 10% of Successful Calls, 1% of Unsuccessful Calls
- Lead Processing: Schedule Appointments Send Emails Handle Hot Leads

Notes

- Telephone line charges can vary. Actual charges will be charged back as incurred.
- Estimated fees are billed on a monthly basis. The \$ amount of each estimate is based on past experience with similar projects. Actual project fees may vary based on actual time incurred.
- Estimated successful record range is not guaranteed. It is provided as a reference based on similar past campaigns, but can vary depending on data quality, seasonality, targets, and industry.

I authorize The Mx Group to begin work on the project described above.

Date