



lead2PROFIT TeleSales Methodology

lead2PROFIT offers telemarketing and leads generation services exclusively for companies in the technology industry. We understand the challenges our clients face when working with their prospects to show them the value of their products. We know and understand the continuing effort, ongoing contact, and sensitivity required to develop truly qualified leads. Our team consists of experienced sales professionals that apply solid sales skills and techniques, not simply reading down a script! This team and methodology allows us to produce superior, effective results for our clients – resulting in increased revenues and profits.

How do we do it?

First, we require you, our client, to work with us extensively in the initial stages of the process. From there, the following steps are taken to ensure the lead2PROFIT team is uncovering the best and most qualified leads for our client's sales team:

TeleSales Project Definition

To ensure that lead2PROFIT is fully prepared for every campaign, we perform a thorough requirements gathering process. This allows us to build a detailed project plan, including understanding our client's product(s) and their value, understanding our client's business environment, knowing our client's Sales Team, and defining a truly qualified lead.

- Define a qualified lead
- Determine when qualified leads are passed to the Sales Team
- Determine methodology to pass qualified leads to the Sales Team
- Our client's Sales Team is integral to our success. We are accessible to the Sales Team via phone or email if they have any questions or concerns. Please do not hesitate to communicate with us!

TeleSales Project Process

The thorough definition of the process is what ensures that the TeleSales effort will be successful. A typical project will include:

Staffing and Training:

- Staff is hand-selected, based on our client's requirement, business model, and personality. Selected staff is trained on our client's product(s) in order to effectively speak with prospects and uncover hidden agenda.
- Selected staff is trained on our client's internal processes such as CRM system, communication methodologies, approved documentation, etc. This ensures that all contacts are handled efficiently, professionally and that our staff appears as part of your organization at all times. In addition, entering data directly into our client's system allows them to quickly review the efficiency and progress of the campaign.

- Training on our client's product(s); Training can be accomplished by via a "train the trainer" method or via paid training of lead2PROFIT staff. Training is usually conducted via conference call and/or webex. Successful training must include:
 - Developing a knowledgebase for our client's product(s)
 - Developing a value proposition (sales pitch) for our client's product(s)
 - Making sure that we know our client's industry verbiage and "buzz words" in order that our conversations sound knowledgeable and professional

Calls:

- A call script is crafted with our client. Most important is to show value of our client's products RIGHT AWAY!
- lead2PROFIT will call each contact and/or decision-maker within each firm
 - No predictive dialers are ever used!
- Confirm contacts; uncover replacement contacts, as appropriate

Qualify! Qualify! Qualify!

- Determine the contact's responsibilities and how they relate to our client's products
- If the given contact is not the proper contact for your product(s), determine the proper contact within the firm
- Confirm that all contact information provided is correct:
 - Contact name(s)
 - Address(es)
 - Phone number(s)
 - Email address(es)
- Update our client's CRM system, as appropriate. Enter notes regarding each call and/or conversation with a prospect
- Clearly, professionally, and with a thorough understanding, state our client's value proposition. Examples may include:
 - Saving time
 - Saving money (indirect or indirect cost savings)
 - Creating greater efficiency
 - Fulfilling regulatory compliance requirements
 - Other
- Ask questions that will uncover hidden areas that can be addressed by our client's product(s)
- Answer contact's questions, as appropriate
 - Any unknown answers are referred to our client's sales team, and either the lead2PROFIT team or our client's team will return contact to answer those questions.
 - Questions of a technical and/or pricing nature are referred to our client's Sales Team
- Obtain information regarding prospect's business and technology environment
- Obtain information regarding prospect's upcoming plans
- Provide value-driven statements to the prospect that will further develop interest in our client's product(s)

- Provide information to prospect, as requested.
- A truly qualified lead often takes more than one call to develop. lead2PROFIT will provide the lead to Sales only after the prospect has been qualified.

Qualified Leads to Sales:

- The lead2PROFIT team works carefully and intensively with our client's Sales Team.
 - Leads are passed to Sales based on criteria set forth at the beginning of the project.
 - Leads are passed in the methodology requested by our client's Sales and Executive Team.
 - lead2PROFIT's team is always accessible to answer questions regarding a lead, if needed.

Reporting:

- Provide to our clients periodic updates regarding the campaign
- Assist our client in identifying ROI of TeleSales lead generation
- Enter results of each call into our client's CRM system, as appropriate

Results:

The "usual" telemarketing firm provides a lead to their clients, on average, for every 6 hours' work. These leads are generally not thoroughly qualified. With our background in technology as well as our methodology, lead2PROFIT has been documented to provide a qualified lead for every 4 hours' work.

The Keys to our Success:

The real keys to our success are:

- Knowing your product
- Knowing, understanding, and being able to clearly articulate your value proposition
- Knowing your business
- Working closely with your internal team
- Our qualification process (We don't stop at just one call!)
- Our experience and professionalism

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