

DETAILED DESCRIPTION OF

COMPREHENSIVE CONVERSATIONAL SOFT SELL™ LEAD GENERATION PROGRAM

Statistics show that 70% of all buying decisions are made after the 5th Contact. TII's Comprehensive 4 Contact Version of our trademarked Conversational Soft Sell™ (CSS™) Lead Generation Program is based on this statistic. Therefore, in our Comprehensive Program we conduct the first 4 Contacts on behalf of our client and then transition the qualified leads to our client for their sales reps to follow-up. Our client enters the sales cycle at Contact 5. This program is designed for companies that have any of the following strategic marketing criteria:

- are introducing a new product/service
- are testing a new market/s
- have a product or service that is difficult to explain in a short 3 to 5 minute phone call
- are calling a new list of companies that may have never heard of the company
- are targeting a C-Level Decision Maker, especially if the company being called is large

PROPOSED COMPREHENSIVE CSS™ LEAD GENERATION PILOT PROGRAM

Telemarketing Institute, Inc.'s 25 year old CSS™ Lead Generation and Qualification System is based on the statistic that 70% of ALL buying decisions happen after the 5th Contact. With this in mind, TII generates and qualifies leads for a company's sales team, freeing up time for them to do what they do best, "SELL!!" TII develops a series of 4 lead qualifying Contacts, (i.e., fax, e-mail, ph.). Each Contact is designed to qualify leads by both sales potential and interest level.

If you were to use our services, TII would provide team sales support for your sales team by making the first three Contacts on behalf of your firm, "all made with the Decision Maker's permission". Then your sales team would follow-up on the leads we generate and qualify and the first Contact your sales team would make begins at Contact 5

PROPOSED PILOT PROGRAM LIST

All Lead Generation and Qualification Pilot Programs only succeed if the list is good. The LIST is as important to a Lead Qualification Program as LOCATION is important to a Real Estate sale. Therefore, Telemarketing Institute uses a list compiler, Jim Johnson, President of Business Bridges whenever TII is involved in securing a list for a client because his are the only lists I have found, over the last 2 plus decades, to be highly effective.

Proposed Pilot Program List Sampling

TII proposes all Lead Qualification Programs be made up of a random sampling of 500 names

Why 500 Names are Needed For A Pilot Program

We always suggest conducting Pilots using a random sampling of 500 names. We do this because, according to Rutgers University in New Jersey, if a random sampling of 500 is used in a pilot, the results and costs from these 500 names will be within + or - 6% accuracy as to costs and results of the pilot. Using these benchmarks, our clients can determine the cost and results they will receive out of each increment of 500 names implemented, when the same list demographics are used.

PROPOSED CSS™ LEAD GENERATION AND QUALIFICATION PILOT PROGRAM

In Telemarketing Institute, Inc.'s (TII's) CSS™ Lead Generation System, TII develops a series of four Lead Qualifying Contacts, (i.e., mail, fax, e-mail, phone, etc.) for our client's program. Each Contact is customized to qualify leads by their sales potential and interest level in preparation for our client's sales team to make the sales follow-up Contacts.

Pilot is Conducted Using TII's "Permission Marketing" Process

"Permission Marketing" means that each Contact, in the series of four Contacts, is made ONLY with the Decision Maker's (DM's) permission. This series of "Permission Marketing" Contacts is designed to:

- create a comfortable business atmosphere because the DM is not pressured in any way
- highly qualify DMs for our client's sales reps by asking a series of Sales Potential questions
- continually stock the sales pipeline with qualified prospects for the sales reps to contact
This stocking is done by qualifying the Decision Maker as to his/her Interest Level Time Line.

Many times when a DM is contacted, what is being offered for the DM's consideration doesn't fit into "NOW" To Do Time Line. Examples are: There is a need to wait for next year's budget, a key position in the firm was just vacated, the DM is battling a personal or family illness or other situation needing resolution before a buying decision can be made.

- build strong, quality business relationships because DMs are given the time they need to learn about and digest what is being offered for their consideration during the 4 contacts
- heighten the DM's receptivity to receiving the sales call and making a buying decision
- shorten the sales cycle by several months because we are able to make 5 Contacts within a 6 week period, all with the Decision Maker's permission (...remembering that 70% of all buying decisions happen AFTER the 5th Contact

PROJECTED PERCENTAGE OF DECISION MAKERS REACHED OUT OF 500 NAMES

Changes in the Percentage of Contacts Reached in Three to Six Phone Attempts

From 1980 through 1995 we averaged a 50% Decision Maker Reach. As the years have progressed, the percentage of DMs Reached is less – especially when the DM we are trying to reach is in C-Level management.

Percent of Decision Makers Reached Today Averages 32%

Some reasons for 32% rather than the former 50% reached are:

- About 1995, voice mails became a standard in companies, many of which do not have a "press O for the operator" option
- When calling, maybe one in 30 people for whom we left a voice mail will call back. The only time when a higher voice mail return is received is when we offer a vacation lodging certificate as an incentive. (This is an optional Value-Add TII offers its clients. For data on this see the blue print on page 5 in this proposal)
- In about 1995 what we call, "electronic traps" were invented. These are the "Press 1 - 2 -3**Press 99**" nightmare when no live person is ever reached
- In about 2000, e-mails took hold. We find that people who are into e-mails, pay little attention to voice mails and many times delete them before listening

In about 2000 cell phones were added to the mix of reasons why Decision Makers cannot be reached. Many DMs use a cell as a "Private Phone" to screen, only take calls from people who are privileged to have their number or from people their secretary deems okay to be given the private cell number

DESCRIPTION OF SERIES OF CONTACTS IN THE CSS™ LEAD GENERATION AND QUALIFICATION SYSTEM

In the CSS™ Lead Generation and Qualification System, there is a series of four Contacts, (i.e., mail, fax, e-mail, phone, etc.) planned and implemented to qualify leads. These Contacts are designed to build quality business relationships, create a comfortable business atmosphere and with 70% of all buying decisions made after the 5th Contact, the series shortens the sales cycle by several months. Description of the series of CSS™ Contacts is as follows:

CONTACT 1 – LEAD GENERATION - VERIFICATION CALL/VOICE MAIL MESSAGE

A call is made to secure or verify the Decision Maker's (DM's) name and title. We then verify the company address on the list, ask for the Decision Maker's e-mail (rarely securing it because usually the receptionist is not empowered to give an e-mail address) secure the fax number and ask for permission to fax.

When this data collection is completed, we ask to be put into the Decision Maker's voice mail rather than to speak directly with the Decision Maker. In our voice mail message, we tell the DM that we are going to be faxing a Note of Introduction and Reference Guide about what is being offered for their consideration. (Permission Marketing added...) ...We give them an 800 number to call to decline the receipt of this fax and we thank them for giving this their consideration.

Contact 1 Qualification Process

We go through a qualification process in every Contact. In the Contact 1 voice mail we leave, we give the DM the opportunity of declining the receipt of this fax by giving them a toll free number to call to decline. About .01% call in business to business programs.

CONTACT 2 – FAX NOTE OF INTRODUCTION AND REFERENCE GUIDE

A CSS™ Note of Introduction is faxed along with a Reference Guide.

Fax Note

The CSS™ Note has three paragraphs:

- the first paragraph would introduce your company and the top executive of your firm
- the middle paragraph gives a very strong initial benefit statement about what you would be offering for the Decision Maker's (DM) consideration
- the last paragraph lets the DM know a call will follow to ask permission to e-mail detailed information about what is being offered for their consideration.

Contact 2 Qualification Process

The Decision Maker is given a toll free number # to call to decline the receipt of the call. The DM is thanked for giving the contents of this fax their consideration.

Calls to Decline - The Contact 3 phone call is made 2 days after the Note and Reference Guide are faxed to give the Decision Makers time to call to decline, if they wish. Most calls to decline are received within 48 hours. About 1% of the Decision Makers make this call.

Reference Guide

A Reference Guide is designed to be an information rather than a sales piece and it is formatted in two columns like a newsletter. This guide is faxed along with the Note of Introduction. In the left column is the background information about the company and on the right column is a description of the primary product/service offerings a company has for the Decision Maker's consideration. This Reference Guide makes it possible to keep the note at 150 words or less by giving the company background and describing what is being offered for the DM's consideration on this Guide rather than in the Note.

CONTACT 3 – LEAD QUALIFICATION CALL

In this Contact 3 Lead Generation and Qualification phone call:

- a strong initial benefit statement is given about what is being offered for the DM's consideration
- qualifying questions are asked to qualify the Decision Makers by their Sales Potential
- a question is asked to qualify the Decision Makers by their Interest Level
- the DM is asked for permission to e-mail information about what is being offered for their consideration, and if they agree, we secure their e-mail address. Some Decision Makers ask that the information be mailed and we do this when requested
- the DM is asked if a specialist (soft sell title for rep) can call after they've had a chance to review the material to see what their thoughts are and answer any questions they may have

When DM Is Not Interested - We keep the door open by asking when it is appropriate to make a follow-up call-remembering 70% of buying decisions happen AFTER the 5th Contact.....and this is only Contact 3. We also ask if we can e-mail periodic updates.

CONTACT 4 – INFORMATION IS E-MAILED/SENT WITH THE DM's PERMISSION

In Contact 4, TII Transition Hands-off the qualified leads to our client who then e-mails/sends the detailed information to the Decision Maker, with his/her permission. This detailed information begins with a Transition Hand-off letter from our client's sales rep who will be making the follow-up call.

This letter introduces the Specialist and thanks the Decision Maker for taking the time to visit with their associate (TII's phone rep). It further thanks the DM for their willingness to receive the specialist's phone call after the DM has had a chance to review the information that is being sent.

CONTACT 5 – THE FOLLOW-UP CALL

Our client's sales team makes the Contact 5 Follow-up call, with the DM's permission.

ESTIMATED NUMBER OF QUALIFIED INTEREST LEVEL LEADS FROM A PILOT OF 500

Until we complete the first Pilot Program, there is no way to know the exact number of leads we can secure out of each increment of 500 names, as “all lists are not created equal”. However, based on 25 years of specializing in implementing Lead Generation and Qualification Campaigns, TII projects the number of Qualified Leads Generated from an increment of 500, from a good list, is:

- TII’s reps make 3 to 6 phone attempts on 500 names and reach approx. 32%
- 500 names X 32% reached = 160 Decision Makers (DMs) Reached
- TII produces an estimated 50 leads from the 160 Decision Makers we reach
- 50 leads is a 31% conversion rate from Lead to a DM in one of 7 Interest Level Qualified Lead Categories. (Definition immediately follows)

INTEREST LEVEL LEAD CATEGORIES DEFINED

A qualified Interest Level Lead is a **Decision Maker (DM)** who in our Contact 3, agrees to receive detailed information and answers some or all of the qualifying questions. The DM is thanked for their input and when the DM is asked if our client’s Specialist (Our soft sell name for a sales rep) can call in a few days to see what their thoughts are and answer any questions they may have, the DM gives one of the following Interest Level Lead Responses

BREAKDOWN OF THE INTEREST LEVEL LEAD CATEGORIES

A breakdown of Interest Level Lead Categories into which the 50 est. leads fall is as follows:

Interest Level Lead A

This is when a DM has a high interest when receiving a voice mail or the Contact 2 Faxed Note of Introduction and Reference Guide and proactively calls TII or our client. (No way to est. the #)

Interest Levels 1, 2 and 3 – Made up of 20 to 25 of the 50 Interest Level Qualified Leads

Interest Level 1 – DM says we can send details and a Specialist can call in a few days

Interest Level 2 – DM says we can send details and a Specialist can call/The DM gives a Specific time within one month, other than few days, to call because of Vacation/other

Interest Level 3 –DM says can send details and that he/she is hard to catch. Specialist is to keep trying (takes about 1 month) There usually 1 to 2 out of the 25 fit into this “Keep Trying” category.

Interest Level 4 – Sales Pipeline Category – Made up of About 10 of the 50 Leads

DM says we can send details, however, the DM is not interested now. The DM agrees to a 3-month/other time line call-back

Interest Level 5 – Made up of about 5 of the 50 Leads – DM Agrees to Receiving E-mails

DM says can send details and that he/she will call if interested – DM agrees to giving e-mail and receiving (periodic/monthly/quarterly/other time line) e-mails

Interest Level 6 – Made up of about 5 of the 50 Leads – DM Wants No E-mails Sent

DM says we can send details and he/she will call if interested. When asked, the DM does not agree to receive any e-mail communications.

Interest Level 7 – SPECIALS - Made up of about 5 of the 50

Call result FOLLOW-Ups that do not fit any of the other Interest Level definitions. In sales, when a DM asks a specific question this could be a Buying Signal. Two examples are:

- Specific Questions Asked: We say, “Thanks for asking. Although we’re familiar with many things about (product/service) we feel the (question) would best be answered by a Specialist (client rep) so, are mornings or afternoons better for you to receive a call?”
- DM has an Interest in something other than what is being offered by the rep on the phone call