



Telemarketing Lead Generation Campaign Overview

Keeping your pipeline full of qualified leads is critically important in today's challenging business climate. B2B telemarketing can provide a consistent and persistent flow of qualified sales leads to address this need.

The telemarketing team can reach out to large number of prospective companies to help them recognize the need for the product or service. The telemarketing team performs the time-consuming tasks of identifying, researching and pre-qualifying decision makers at prospective companies and scheduling sales appointments for the sales team's follow-up.

A telemarketing team resolves the basic problems with having your sales people make cold calls:

- Many sales people hate cold calling. They find it painful, unpleasant and an inefficient use of their time.
- Cold calling may require large portions of a sales person's time, minimizing time available for developing client relationships and closing sales.
- High cold calling rejection rates can put salespeople into a negative state of mind and destroy their motivation. A poorly motivated sales person will get very poor results.
- Cold calling can reduce a sales person's business status. Placing your sales person in a lower perceived rank reduces chances of winning profitable business.
- Many sales people that are good at building relationships and closing sales are not good at cold calling and hunting for new prospects.



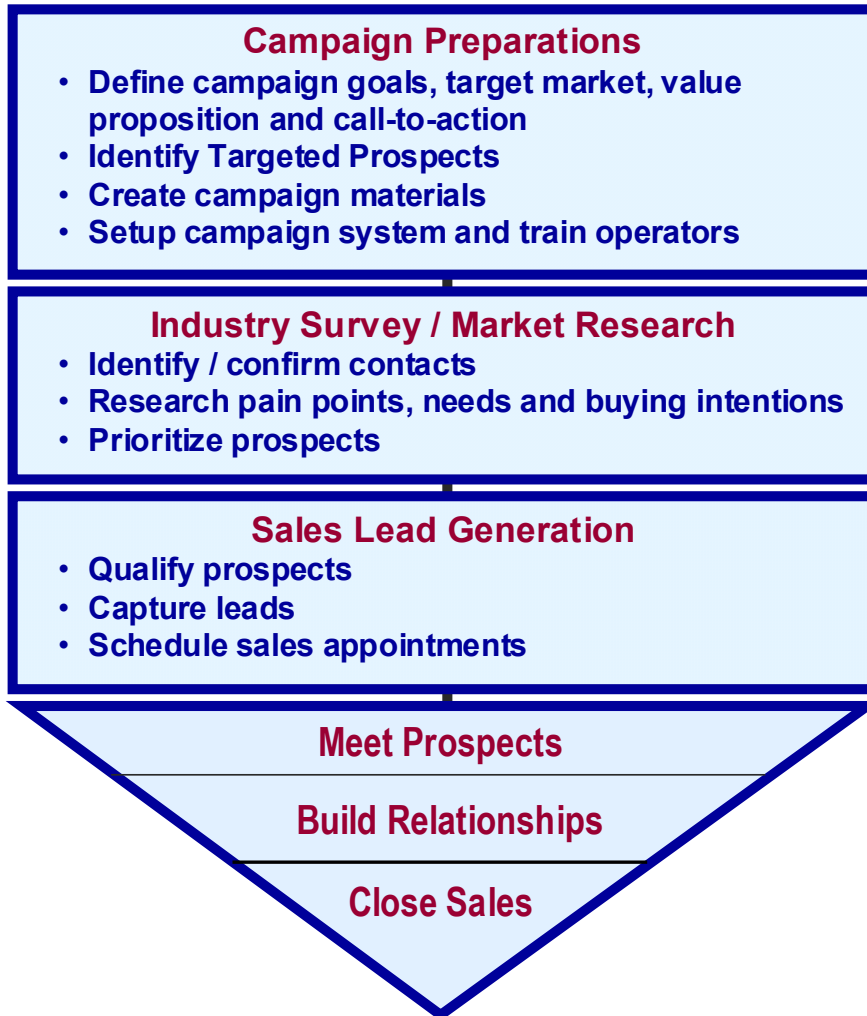
Primary benefits of an on-going telemarketing program:

- A strong pipeline – driven by a consistent and persistent flow of qualified leads
- Shorter sales cycles – driven by the sales person entering new accounts with increased perceived status and pre-knowledge of the account's issues and needs.



Telemarketing Campaign Flow:

The basic flow of a business-to-business sales lead generation campaign is shown below. Following the diagram is a description of some of its components.



Marketing
Focus

Marketing / Sales
Handoff

Sales Focus



Campaign Preparations:

You should already have a Marketing Plan or Marketing Blueprint that clearly defines your target market and an effective marketing message. The target market or message may need to be tailored to meet the specific goals of this campaign. Establish specific quantitative campaign goals in terms of the number of leads, clients, client value and an overall campaign return-on-investment.

Prospect Identification

To identify specific prospects, establish selection criteria that can be used to access company databases. Examples are SIC codes, company size (revenue, employees), and geography. Depending on the size of the campaign, multiple list sources may be required to develop an optimum target list. Examples of list sources are your internal prospect list, professional industry databases (such as D&B or OneSource), trade magazine subscription lists and association memberships. In addition, we can perform an initial screening call to company receptionists to obtain or verify contact names and contact information.

Campaign Types

There are two basic types of campaigns, Industry Survey Campaign and Sales Lead Generation Campaign. Many times it is beneficial to first run an industry survey campaign to prioritize your prospects and better define their needs, and then follow it with a Sales Lead Generation Campaign to generate prospect appointments for your sales team.

Industry Survey / Market Research Campaigns:

The objective of these campaigns is to generate a list of prioritized prospects that meet the selected target market criteria.

- Market research specialists survey target companies to determine if there is a need and budget for the client's services by asking a series of qualifying questions.
- This method also works well with complex products, solutions and services requiring specialized industry knowledge.
- Select five survey questions to pre-qualify prospects. The questions are typically focused on:
 - Type and age of internal systems, applications or processes
 - Specific "pain points" like processing efficiencies, quality and operational costs
 - Plan to invest in a new solution and budget
 - Identification of decision maker
- Survey campaign results typically include:
 - Answers to the survey questions



- Prospect prioritization, based upon the data collected
- A prospect database with company names, size, location, and key prospect names. This includes merged information from marketing databases and other industry-specific sources, and operator updates. The data should be in an electronic format compatible with your CRM system.

Sales Lead Generation Campaigns:

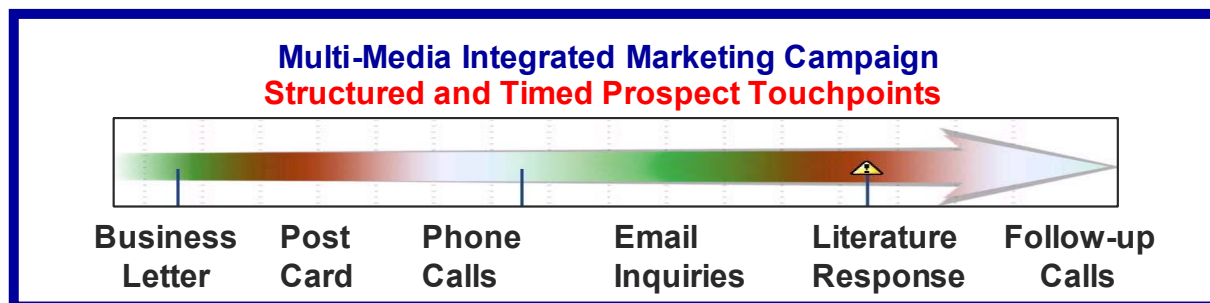
The objective of these campaigns is to further qualify each prospect, identify the prospect's lead status and, if appropriate, schedule an appointment for the prospect to speak with a salesperson or product specialist.

- Appointment setting campaigns are best suited for a product or service that can be relatively easily explained to a prospect, with a clear benefit and "call to action".
- Appointment setting calls are generally more successful if they are integrated with direct mail, including letters and postcards. This pre-educates the prospect on the value of the product or solution.

Multi-Media Integrated Campaigns

Corporate executives are busier than ever. They get bombarded with vendor phone calls at increasing rates. A multi-media, multi-touchpoint campaign can provide an improved approach to find new clients.

This integrated multi-media approach utilizes structured and timed touch-points to poll pre-qualified prospects, confirm qualification, generate leads and schedule sales meetings. Multiple media types are used to educate and establish communication with the prospect in the media type the prospect feels most comfortable. This pre-educates the prospect on the value of the product or solution and helps the caller in "breaking the ice" with the prospect. The eventual phone call, now a warm call, confirms prospect qualification and schedules a sales appointment.



This integrated approach costs more than a pure telemarketing campaign but generally can be cost-justified based on the higher lead generation rate and the higher quality prospect leads that it provides. It is best suited for companies where a new customer relationship generates significant revenue and profit in the first year, or the company is successful at retaining customers over the long term.



Execution

Campaign tasks include target marketing, campaign planning, database research and data merge, operator training and calling, printing, direct mail and campaign reporting. Crucial to the campaign's success are identifying strong value propositions and a strong "call-to-action". It is critical that execution be carefully timed and performed by skilled personnel. Effective scripts and dedicated tele-prospectors maximize the number and quality of the sales leads.

Forecasting Results

Prospect response rates vary significantly from campaign to campaign. Performance rates achieved from past campaigns may not be typical of future campaigns. Lead rates achieved are very dependent upon the up-front campaign preparations and the strength of the call-to-action.

For Industry Survey / Market Research campaigns, typically we are able to identify up to 80% of the intended prospect contacts and collect further information such as business needs and email addresses.

In recent Lead Generation campaigns we were able to schedule sales appointments with 3-5% of the prospective companies and collect additional leads on those that are interested but requiring further nurturing. We estimate that integrating telemarketing as a part of a structured multi-media campaign provides a 50% performance boost (minimum).

Is Telemarketing Appropriate For Your Products And Services?

Telemarketing is best suited for companies where a new customer relationship generates significant revenue and profit in the first year, or the company is successful at retaining customers over the long term.

For example, if:

- The value of a new client is a few thousand dollars (or greater),
- The telemarketing service yields an effective cost of a few hundred dollars per lead, and
- Your sales closure rate is one sale per eight leads (or better),

then telemarketing can provide an excellent channel for aggressive profitable growth.

In addition to identification of interested prospects and scheduled sales appointments, telemarketing campaigns can collect key market data such as prospect pain points, needs, timelines, email addresses and other information.