

LEAD GENERATION OUTBOUND - TELEMARKETING

Customer Relationship Management is key in today's competitive marketplace. Let 3D2B help you communicate effectively with your customers, dealers, distributors, and business partners with an inbound or outbound campaign customized to meet your needs.

Generate Qualified Sales Leads with Outbound Telemarketing

Marketing studies prove that the return on investment (ROI) for Telemarketing is the most cost effective way to generate demand for your products and services. With increasing demands being placed on sales and marketing budgets, many managers are outsourcing some, or all of their outbound sales activities.

How Outbound Lead Generation Works?

Outbound Lead Generation combines skilled *Business Development Representatives* with qualified databases to promote products and services in the most cost-effective manner. Typically the data originates from a purchased, targeted database, or is derived from a company's own standard response management activities such as inbound calls, tradeshow/expo leads, or advertising responses. Ideally, Outbound Lead Generation is part of an integrated marketing campaign that includes prior direct mail activity, or, it may be used as a stand-alone operation.



Who Could Benefit From Such Services?

Today, both product and service companies are finding success with Outbound Lead Generation. The reasons behind building an extensive Telemarketing program are many; to identify qualified sales opportunities, and/or to manage qualified opportunities from marketing events, expos, and other medias. To increase new sales, and to promote up selling and cross selling, via a steady stream of identified qualified customers. However, many companies are realizing that they do not have the expertise or actual manpower to host the activity properly in-house, ultimately they prefer to concentrate their high cost internal resources on doing what they do best - close deals!

When Outbound Lead Generation is Most Effective!

The following are some, but not all of the areas where Outbound Lead Generation can be beneficial:



- Qualifying leads
- Prospecting for new customers
 - Account Management
- Database building and maintenance
 - Telesales
 - Channel Recruitment
- Channel Management and support
 - Reactivating lost accounts

QUICK TIPS

Here are some *tips* to consider when planning your Outbound Lead Generation project!

- Focus on list quality first! (A quality list guarantees good call outcome).

Of course 3D2B can also host your database and provide Database Maintenance. 3D2B can update your Marketing and Sales databases for optimal Return on Investment for all your activities!

- Don't let trade show and promotional marketing leads sit and loose value! "Did you know that 70% of trade show leads are not followed up on"??*
- Inform your sales force that these are pre-qualified leads that need to continue through the sales process, and therefore must be followed up on accordingly. While providing essential support to your sales team, we hope to become a proven asset to your sales targets and objectives. (When a structured lead follow-up process is in place, "close loop" lead management – sales increase significantly!)

*source: Gartner Research 2006