

RECENT INCENTIVE CAMPAIGNS

New Sales Territories

If entering a new region or vertical, Incentive Marketing ensures you a high percentage of face time with new target customers

Horizontal Solutions

Campaigns such as ILM and business continuity solve pain points that most companies and verticals are experiencing. Such universal issues make an incentive marketing campaign ideal to extend your message out across a target region

Client Renewals

With customer retention an important factor in business today, an Incentive marketing initiative is an ideal way to "re-introduce" your company into customers no longer actively involved with your firm

ADDITIONAL COSTS

All facets of the appointment accelerator are covered in your fee, with the exception of the actual incentive gift you select for the campaign. Your TSR representative can help you select from among the many low-cost giveaways.

Technology Sales Resource Interactive

3 Progress Place
Voorhees, NJ 08043
Phone: 877.639.7252
www.tsrweb.com

Appointment Accelerator Puts You in Front of Prospects

Looking for a unique way to get your sales team in front of decision makers? If face time is what you're looking for, TSR's Appointment Accelerator Campaigns are the ideal and low-cost solution.

TSR offers a comprehensive marketing strategy that combines telephone/internet research, direct mail, incentive marketing and telesales services. The objective of the hybrid strategy is to get the client the maximum number of appointments with qualified prospects from the targeted companies.

TSR has executed appointment accelerator campaigns tied to such solutions as:

- Printing and Imaging Solutions
- Server/Storage Consolidation
- SMB Business Protection Services
- Security and Business Continuity

We provide you with pre-screened, qualified leads and contact appointment information, allowing your sales team to focus on making presentations and closing the deals. Our team collaborates with you to help develop the scripts and qualification criteria, as well as coordinate our reporting efforts to integrate with your firm's sales force automation system, when available.

Previous campaigns have generated **10-20% appointment rates**. We say "appointment rates," not "contact rates" which some vendors may use to over-inflate the results.

What You Get With Our Appointment Accelerator Packages

- **Custom Research to Identify Targets** – just provide us a list of the companies you want to pursue, or the parameters for the ideal firm. We'll conduct outbound web and phone research to identify the ideal purchasing contact for your solution. At the end of the campaign, this new database of contact information is yours to keep
- **Customer Crafted Collateral** – our marketing team crafts a personalized sales letter focusing on the technology pain point. The letter refers to the special gift enclosed and encourages them to take an appointment to receive the full gift
- **Teaser Gift** – we will include a "teaser" item to peak their interest, ranging from a earphone for their new iPod to a case for their new iPAQ.
- **Overnight Mail** – we send your piece via Federal Express 2-day mail to attract attention and give extra emphasis to your message
- **Inbound Call Center** – our callers receive and schedule appointments when prospects call to book an appointment to receive their gift and learn more about your services
- **Outbound Lead Generation** – After 24 hours, we start calling the prospects to remind them of the package and attempt to schedule an appointment for your sales team. Through a combined passive and active telesales approach, we are typically able to generate a 10-20% appointment rate for this scope of service.

How to Learn More

Call our sales team today at 877.639.7252 or visit www.tsrweb.com to learn how our telesales services can bring incremental sales opportunities to your organization.



Sales Solutions That Make Cents

© 2007, Technology Sales Resource Interactive. All Rights Reserved.

