

Turn Cold Leads Into Hot Sales Opportunities

New sales opportunities are the building blocks for a thriving and successful sales pipeline. It's something that every sales manager can agree upon. However, convincing their sales team to prospect daily and generating success from such internal efforts can often be less than rewarding.

TSRI has developed a specialized telesales strategy which has proven success at turning cold calls into closed deals. 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. Most importantly, your sales team focuses on closing deals...period.

TSRI differs from the competition in that we do not hire traditional telemarketers. Telemarketers read from scripts and cannot fully engage prospects when on the phone. TSRI's telesales professionals have a strong knowledge of both technology as well as the targeted vertical of their assigned campaign. This difference adds credibility to our client firms, as well as increases the overall success rate, as we can quickly overcome initial client objections and concerns and focus their interest on the product/solution.

We employ a three-touch process to attempt contact with a prospect over a one-month period. We begin with an initial call, followed by an electronic mailing, and followed by another call attempt. We stagger call time attempts so as to try and reach the individual at a time most convenient to them.

What You Get With Our Telesales Packages

- **Strong Upfront Planning** - We meet with our client and their sales teams to help identify niche technology sales opportunities for future sales efforts.
- **Customized Campaign** - Our marketing team crafts a customized telesales campaign, including a client overview, product summary and call script – all essential elements to make outbound demand generation campaigns successful.
- **Qualified Prospect Lists** – We work with your team to select a list of prospects that will generate a maximum result, providing you the best return for your investment. This can be accomplished through existing lists, third-party research lists or TSRI custom-generated research.
- **Web-Based Tracking** – Using our custom web-based solution, TRACKonIT®, you'll have access to real-time lead information.
- **Client Review** – We review the campaign with our client and, if desired, run test calls into the client to better understand their needs and desired talking points.
- **Ongoing Support** – TSRI continues to keep you in the loop with weekly calls to review the telesales results and discuss any mid-campaign adjustments.

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.

Telesales has Many Uses

Research

Renting a call list from a broker can cost as much as \$6 per name for a single use. But using TSRI's Prospect Database Services allows you to own, not rent, names of prospects for just about the same price. Just provide TSRI with the parameters you seek, and we will launch a research phone campaign to uncover the names and contact information of our prime prospects. Companies conducting ongoing campaigns find this service cost-efficient and more accurate than list rentals.

New Sales Campaigns

TSRI can launch new product or sales initiatives, allowing your salespeople to focus on presenting and closing.

Tradeshow Follow-Up

You spend thousands of dollars to meet new faces. We follow up your tradeshow leads to separate passers-by from genuine opportunities, allowing you to give the qualified prospects the attention they deserve.

Client Renewals

Outbound contract extension campaigns help provide consistent revenue, as well as identify up-sale opportunities among existing clientele.



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