

Telemarketing Service Levels

| | Prospecting and Email Collection \$1.50 per call | Business Intelligence and Qualification \$2.00 per call | Lead Generation and Business Building \$2.70 per call |
|----------------------------------|-------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| Objective | Identify key decision maker and confirm contact information including email address. | Determine if the company is a good fit for the client. Involves asking pointed, qualifying questions to gather information and assess the contact's situation. | Qualify and communicate value proposition, then set appointment or gain agreement for a call from the client sales representative. |
| Speak To... | Receptionists, gatekeepers, assistants, existing contact name, prospects. | Prospect or those close to the prospect that are able to provide accurate information. | Prospect or key decision maker. |
| Applications | Data hygiene/maintaining accuracy of a marketing database, permission marketing (opt-in), email collection. | Research and surveying, qualifying, uncovering needs before selling motion begins. | Acquisition campaigns, cross sell/upsell, new product launch, event promotion, webinar promotion and enrollment. |
| Max. Attempts Per Contact | 2 | 3 | 4 |
| Average Calls Per Contact | 1.5 | 2.5 | 3 |
| Price Per Call | \$1.50 | \$2.00 | \$2.70 |

Telemarketing Scripting Services

| | You Do It \$50 | We'll Help You Through It \$125 | Custom Scripting \$250 |
|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description | We provide you with a generic and editable script template, related script examples, important boundaries and tips- the essential tools for you to create your own effective telemarketing script. | Through a pointed, tested, and collaborative process, we will gather the information we need from you to generate a powerful and professionally reviewed script. | We understand that some projects require a custom solution, and we're here to provide it. From beginning to end, we'll walk through the process of generating your targeted, custom script. |
| Cost (Includes one-time setup and training fee) | \$50 | \$125 | \$250 |