

Don't just *hope*
for business
to improve.



Is outbound telemarketing right for your business?

Business owners and business development executives are often surprised at the impact outbound telemarketing can have on their company's growth. In fact, outbound telemarketing has consistently proven to be one of the most efficient ways to generate new prospects and reach out to current customers. Here are just a few of the many industries that have benefited from DEMAND's outbound telemarketing services.

- Accounting
- Banking and Financial Services
- Business and Professional Services
- Consulting
- Data Processing
- Healthcare and Medical Services
- Insurance
- IT Services
- Manufacturing and Distribution
- Marketing Services
- Security Systems and Services
- Staffing Services

Don't just *hope* for a way to acquire
new customers:

DEMAND IT!

Don't just *hope* for greater retention
of existing customers:

DEMAND IT!

Don't just *hope* for greater ROI
from your marketing efforts:

DEMAND IT!

We named our company DEMAND Telemarketing for a very good reason:
we create demand for our clients' products and services. This is not something you
should just "hope" for. You should demand it. You have a right to the very best and
we have an obligation to deliver it to you.

The background of the entire slide is a collage of various US dollar bills, including \$1, \$5, \$20, and \$100 denominations, arranged in a slightly overlapping and angled manner. The bills are in grayscale, with the exception of the orange header bar.

Outbound telemarketing tops response rate.

Outbound telemarketing consistently generates the highest response rate in B2B lead generation, direct sales and ROI Index. Year in and year out, outbound telemarketing remains at the top of the Direct Marketing Association's Response Rate Report in the business-to-business category. It remains one of the most cost-effective channels for marketers to:

- Generate leads
- Set appointments
- Update/verify customer information
- Conduct research and surveys
- Inform customers of critical product or service updates

DMA 2010 Response Rate Report

Excellence in telemarketing can be yours.

DEMAND IT!

As with any industry, you'll find telemarketing companies with a wide range of technological capabilities and staff quality, from best-in-class service providers to offshore operations, that can do your brand more damage than good.

DEMAND focuses exclusively on business-to-business telemarketing. Whether you need outbound telemarketing as a stand-alone service, or as part of a multi-channel marketing effort utilizing a combination of direct mail, email, SEO and print advertising, DEMAND works closely with all our client partners to craft effective campaigns geared to meet the their specific needs and objectives. We can also provide our clients with assistance to procure highly targeted lists for their calling efforts and to develop effective call scripting.

Our decades of experience, and dedication to stay at the forefront of technology and call center industry best practices, continually places DEMAND among the most accomplished organizations in our industry.

When evaluating potential outbound telemarketing vendors, there are several key professional values you should demand in an outbound telemarketing partner. These four key elements will lead to superior results:

- Agent quality
- Agent training and management
- Technological sophistication
- Cost and value

Finally, because we firmly believe in accountability, you should know how your telemarketing programs are monitored and evaluated to assure superior results.

A grayscale background image of a call center. Several employees are visible, wearing headsets and working at computers. The focus is on a man in the foreground on the right, who is smiling and looking towards the left. Other employees are blurred in the background.

Making Demand part of our team.

The quality results of Demand Telemarketing's services have become so instrumental in our process that we consider Demand a part of our team.

We selected Demand after researching over 100 call centers, issuing 15 Requests for Proposal, and conducting a trial of Demand's services.

Demand's Outbound Call Centers provide us with intelligent, thoughtful calling associates that build initial relationships with sophisticated Major Institutional Investors with assets under management from \$150 million to \$10 billion+.

Demand provides consistent and timely reporting, and often goes beyond the call of duty to help callers deliver results.

Senior Partner
Financial Service Company

Agent performance is crucial.

DEMAND IT!

Your telemarketing campaign is only as good as the agents calling on your behalf. Call center agents represent you and your company. A poor impression by an agent during a call can easily transform into a poor impression of your company. This is why our agents are carefully screened, receive extensive training and are thoroughly tested before they are allowed to work for DEMAND. In addition, we have some of the lowest agent turnover rates in our industry. You benefit because agent continuity results in continuous improvement in agent performance and customer care.

You'll benefit from 21st century call center technology.

DEMAND IT!

As a business-to-business marketer, you'll benefit from state-of-the-art technology in every DEMAND call center. Our T-1s, voice and data lines, predictive dialers, lead management systems, and agent productivity software are constantly upgraded to ensure the highest level of quality for your calling program. In addition, every call made from our facilities is digitally recorded.

As a client of DEMAND, you will have access to every call recording from your program. If there is ever a question regarding the quality or accuracy of a lead or appointment, or about the information collected during a call, the recording of that call can be easily retrieved for your review. This capability allows not only a higher level of monitoring and quality control by our supervisors, trainers and managers, but by our clients as well. It's an outstanding training and quality control tool.

The background of the slide features a grayscale image of a computer keyboard and a headset. The headset, with its two large ear cups and a flexible boom microphone, is positioned in the foreground, partially obscuring the keyboard. The keyboard keys are visible in the background, with some function keys like F9, F10, F11, F12, F13, F14, F15, and F16 clearly labeled. The overall image has a soft, slightly blurred quality, giving it a professional and modern feel.

DMA study: Telemarketing leader in lead generation.

According to a study recently published by the Direct Marketing Association, the best response rates for lead generation come from telephone (5.53 percent response rate), dimensional mail (5.28 percent), and e-mail (1.39 percent), according to the DMA's report on direct marketing response rates, B2B. Telephone also led response rates for direct-order purchases, at 5.78 percent.

The research looked at 570 campaigns in 21 industries and 19 direct response channels, including direct mail, e-mail, search marketing, and outbound telemarketing.

Attention to details is crucial.

DEMAND IT!

As with any business, there are a multitude of details that can make the difference between “acceptable” and “excellent” in a telemarketing campaign. Here are some examples:

THE LIST – We can certainly work with lists that are provided by our clients and their existing resources. However, should you require help in procuring the list needed for your project, Demand offers list services providing highly targeted lists to enhance the effectiveness of your campaign.

THE SCRIPT – An effective script will have considerable influence on the results of your telemarketing campaign. As with lists, we often work with client-supplied scripts that have been refined over a period of time. However, if needed, we offer script-writing services by copywriters who are highly experienced in developing effective telemarketing presentations.

REPORTING AND ANALYSIS – Our open database design infrastructure allows us to work with practically any database applications you may use. Our reporting capabilities allow you to monitor and evaluate programs, so you can implement continuous improvement practices, maximizing your campaign ROI.



Exceeding expectations.

Our experience with Demand Telemarketing has been very positive since the inception of our relationship nearly seven years ago. We work exclusively with financial institutions – banks and credit unions. They are extremely sensitive to the level of professionalism projected by a possible vendor. We have received consistently positive comments in that regard.

Demand has consistently exceeded our expectations in the quality of appointments set. The prospects they deliver are highly qualified and interested in what we offer. We have never had to “re-sell” an appointment. Demand Telemarketing has delivered the opportunities we need to grow our client base and revenue. Do we still use Demand? Absolutely. We have actually changed our selling strategies to a far more efficient and effective model based on the results we continue to achieve with their help.

President
Marketing Services Company

Trust? Teamwork? Value? Experience?

DEMAND IT!

Generating new business is more important than ever. At DEMAND we understand the importance of delivering maximum return on your investment. DEMAND provides best-in-class call center quality at exceptionally competitive pricing, providing superior value for our clients. We believe in “no-surprises” pricing, so our quote includes all call center agent/labor costs, phone costs, agent supervision, project management, training, IT support and campaign reporting. The Works!

Expect responsiveness?

DEMAND IT!

We’re sure you will have specific questions based on your unique business requirements. To learn more about how we can help create demand for your business, please contact us:

888-977-2256

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www.create-demand.com

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