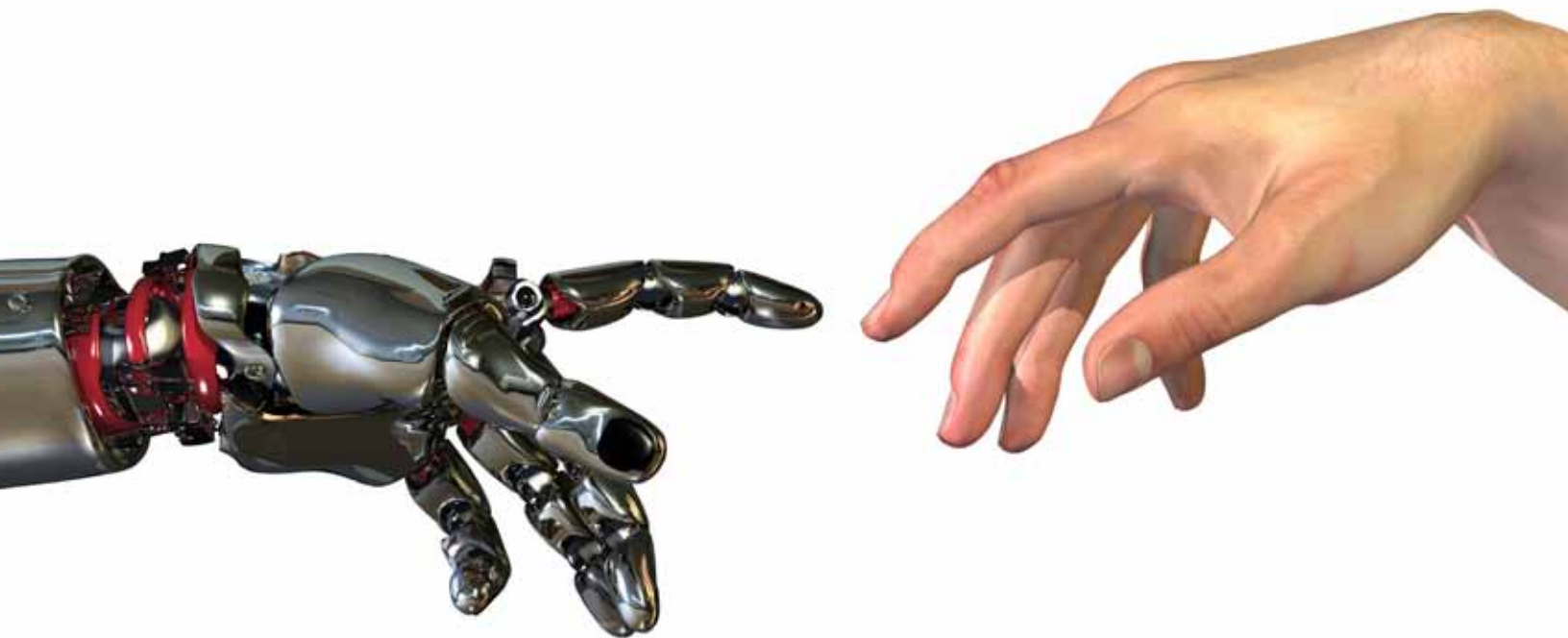


BRING BACK THE HUMAN TOUCH



BVTM can turn every call into
a profitable opportunity.

INTRODUCTION

Sales reps competing in intense markets today must have access to the necessary data and tools to identify opportunities, drive lead generation and close sales. Forward-thinking organizations leverage Customer Relationship Management (CRM) systems to capture information and create a powerful database to ensure their sales teams enjoy a better experience and can focus on a more targeted audience. This centralized database can capture demographic information and even behaviors and actions across multiple platforms, events and other communication channels to create a snapshot of best target opportunities to generate the most qualified leads, and the best sales results.

It is critical that important interests and behavior/sales signals are captured, and automated systems often miss specific cues. To maximize the productivity of the sales team and offer the critical access to the most actionable business opportunities, buying signals have to be identified. While signals can be captured online, this passive approach is still executed within a finite and limited environment. To truly understand the motives and intentions of the individual (decision maker), human interaction is needed. For this human interaction, nothing has proven to be more effective than telemarketing as it is a proactive approach that seeks opportunities instead of waiting for them to appear.

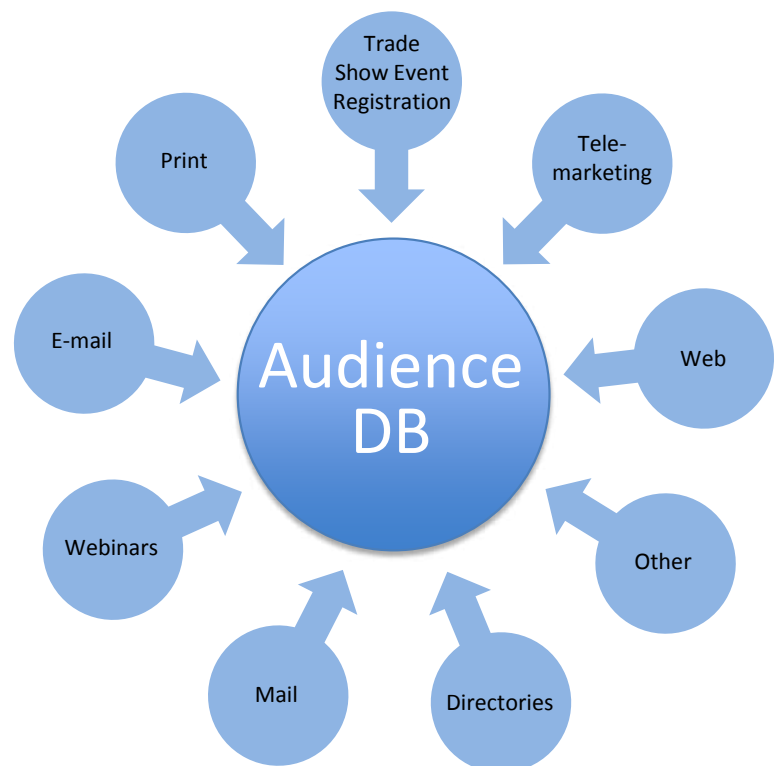
This paper will explore the Broader Role of Telemarketing, examining the value telemarketing can deliver to your organization and how it can serve as a profit center when integrated with other marketing initiatives and launched correctly across multiple platforms. It will examine the potential of the phone call, and the power of relationship building. It will demonstrate how all sales initiatives can be maximized through targeted calling with an established audience, companies and people engaged in established business relationships.

THE ROLE OF MEDIA COMPANIES AND B2B PUBLISHERS

Media and Publishing companies are offering a growing number of products and services to their clients, including those that were traditionally only offered by Advertising Agencies. Acquisitions continue to emerge in this space as Media and Publishing companies buy up traditional advertising or marketing entities to expand on their offerings. At the same time, Media Companies and Publishers are hiring in the marketing space, specifically focused on designing new programs and services aimed to generate new revenues from new services and products.

The Media and Publishing industry has long relied on telemarketing service providers to manage qualification campaigns for a solid and fresh database. Today, the role of telemarketing is expanding for this industry, inviting publishers to enhance their brand, generate timely leads for their advertising clients and turn the telemarketing initiative into a profit center. The key for the Media Companies and Publishers is finding creative ways to integrate telemarketing throughout the organization to support multiple marketing campaigns.

The telemarketing efforts can also be used to launch a survey, run a competitive analysis, identify interests, locate specific market trends and measure



brand awareness. A targeted campaign can also follow-up with Webinar and tradeshow attendees to qualify these individuals as potential clients.

When tens of thousands of contacts exist in any given list, only a small percent is interested in your company's products and services. An even smaller percentage is looking to make a purchasing commitment, but the right telemarketing connection can help your company find those individuals for successful conversion. The cost of the telemarketing campaign pays for itself as they become new profit centers, generating high margin opportunities.

The quality of all the products offered by the Media and Publishing Companies heavily depends upon the quality and accuracy of their Audience database. And, the Return On Investment (ROI) for all campaigns heavily depends on the quality of the target audience: the publisher Audience database.

Traditionally, Media and Publishing Companies would sell their audience lists as demographic-based leads. Enter Blue Valley Telemarketing, enhancing the rule and value of their Media and Publisher clients by enhancing these lists and providing advertisers with highly qualified actionable leads: New Business Opportunities with companies who demonstrated direct interest to purchase said product/service. This is an important part of Blue Valley's Demographic and Interest-based lead generation services.

The percentage of companies making investments in their marketing budgets for Brand Awareness/development, lead generation, or education is constantly changing. One thing, however, is fairly constant: most companies invest in marketing to grow their business and to identify and qualify leads to support the efforts of the sales team.

It is strongly recommended that companies reduce their sales team's non-direct sales activities to allow them to focus on the best qualified sales opportunities at any given time. Your company now has a GOLDEN EGG OPPORTUNITY through direct access to the most targeted audience. Communicating your messages and product/service offering to highly targeted audiences enables you to identify the most qualified new business opportunities.



HOW IS IT DONE- THE POWER OF HUMAN INTERACTION IN LEAD GENERATION ENVIRONMENT

The telemarketing firm will set a specific measurable goal before the telemarketing campaign is ever launched. A set number of leads must be identified, and the script written helps generate the leads and enhance your brand.

One of the most valuable assets offered is the targeted list, the audience database. There is a great deal of valuable information in the telemarketing database about each company, and about each person beyond simple demographics (i.e. job function, and industry type). Telemarketing is designed to capture critical information with optimal human interaction. These are the New Business Opportunities; companies who demonstrated direct interest to purchase your products/services. These are the Demographic and Interest based leads Blue Valley delivers to clients.

One of the most powerful assets offered in a proven telemarketing campaign is the human interaction enabling agents to accomplish significant value-added activities in just one or two phone calls. While all other direct marketing activities are taking a passive approach

to lead generation and database enhancement, ONLY telemarketing can secure a large amount of qualifying data in one call. Only telemarketing takes a proactive approach to identifying new business opportunities. The phone rep's intelligence and experience cannot be matched by any automated process.

Starting with:

- *Their unique ability to maneuver the company gate keepers in an effort to reach decision makers.*
- *Their ability to manage each call based on the person they are talking to, and the "real-time" environment the prospect is in (changes with each call).*
- *Their ability to create accurate and inviting perception of quality and value in the minds of the prospects they talk to.*

These are just a few of many unique benefits telemarketing can deliver with each call, benefits that cannot be match by any other marketing efforts.





WITH EVERY CALL, TELEMARKETING CAN

(from simple to the more complex and involved processes):

- 1. Validate and enhance the record information** – is all information captured in the record accurate? Is there an opportunity to capture even more to extend the value of the record?
- 2. Identify others involved** – the primary point of contact may not be the final decision-maker in the purchasing process. One strategic question in the telemarketing call can identify if others have to be consulted before a move can be made.
- 3. Identify level of involvement and interest of the “label person”** – the individual listed in the record may have no interest in acting as an advocate for your brand. Capturing this level of interest right away will ensure your time is spent on those who are likely to move to the next step.
- 4. Identify the time frame for purchase decision** – sales projections are based on estimates provided by the sales department. If the information used to create these projections is not captured from the customer, they are merely guesses based on useless information.
- 5. Identify the decision making process** – a sales department can more easily identify next steps in the sales process if they understand how the buyer will make their decision.
- 6. Budget availability** – demonstrating an interest in your product means nothing if the customer does not have the budget to act. Asking the right question in the telemarketing call will identify a budget opportunity or liability.
- 7. Competitors** – knowledge of other companies vying for your current or potential customers is essential to having the upper hand in any sales negotiation. Asking the right questions in a personalized phone call will identify the key players in any big sale.
- 8. Next actions** – the sales team may have speculated what next actions should be, without confirming it with the current or potential clients. The agent making the telemarketing call can identify next actions (such as call to follow-up, send information only or even schedule an appointment) and get that information to the sales team in real time.
- 9. Permission to follow-up** – inputting a next-step into the sales process means nothing if it isn't welcomed by the customer or prospect. Securing permission to follow-up in a set timeframe is a key step in the buying process. The agent can even schedule phone or face-to-face appointments.

LEVERAGE THE OPPORTUNITY WITH BLUE VALLEY TELEMARKETING

Blue Valley Telemarketing (BVTM) is a firm focused on delivering high quality New Business Development, Brand Development, Demographic and Interest Based Lead Generation services. Supporting the companies operating in B2B environment, publishing industry and media companies since 1991, Blue Valley Telemarketing has accumulated measurable wealth of knowledge and experience in audience development, database enhancements, and most importantly New Business Development by creating qualified actionable leads, while building rapport with millions of executives in a large number of industries.

With proven New Business Development record, BVTM can offer extensive services to Develop new business opportunities with new and existing clients, complete surveys, run competitive analysis, identify customer interests and trends and measure brand awareness. Working with the client to set clearly defined goals, BVTM works within the campaign budget and sets expectations to manage year-long activities to drive the most value for the organization. As telemarketing with BVTM creates new profit centers, any investment is quickly returned.

BVTM offers high quality reps and a proven closed loop process to immediately contribute to the company's bottom line profits. No other company in the industry has amassed both the experience and the access to exceptional databases to produce high quality leads at the same cost effective way. No other company can become a new profit center for customers as fast as Blue Valley Telemarketing.



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The integrated approach Blue Valley Telemarketing can achieve to drive lead generation through telemarketing efforts is the optimal opportunity created through the broader role of telemarketing.

Don't pay full price for highly-qualified leads ever again! Turn Blue Valley Telemarketing Connections into your new profit center. Millions of calls are already made each year, and many are placed to your target prospects for one reason or another. In a unique process, BVTM can further qualify them to your specific business needs at the same time, resulting in very competitive rates.

Combine your passive electronic marketing efforts with pro-active direct marketing and ensure your sales team has the most qualified leads for the lowest cost possible.

If you are ready to expand the role of telemarketing in your organization, Blue Valley Telemarketing can support your efforts to look for new revenues, support marketing services, and expand your offerings. Telemarketing drives measurable results. Contact Blue Valley Telemarketing to learn more.

The numbers below represent past projects managed by Blue Valley. They may not reflect your specific project needs and results.

VALUE OF LEADS

