

The Age Of Direct Marketing



With countless distractions seizing our attention away from traditional outlets, direct marketing has become a valuable way to deliver information on the products and services that you sell in front of the eyes of the people who have a need to invest in them.



Telemarketing: The Myth

When you say: Telemarketing, most people think of intrusive phone calls rolling into your home right in the middle of dinner trying to sell you timeshares in Mexico. The truth is that outbound telemarketing can be an effective and successful tool to build and grow a productive pipeline of immediate and future sales leads. Using a direct one to one approach, telemarketing increases the awareness of your company name, solutions and services you provide and can be leveraged in the following areas:

- Lead Generation & Nurturing
- Direct Mail & Follow-Up Services
- Email Blast Campaigns
- Appointment Setting
- Event Marketing
- Database Enhancement & Cleansing
- Profiling/Needs Assessment
- Customer Care, Retention & Loyalty
- Completely Custom Program

Did you know...

-  Incorporating a compelling offer into your lead generation calling will increase the number of immediate and future leads?
-  Every record should be attempted multiple times to improve conversion rates? On average 3 attempts per Company works best!



-  All campaigns should have multiple vs. single objectives?
-  Productive Campaigns take time! Allow for scheduled call backs – prospects may be interested but timing may be more convenient at a later date!

Who is Colwell & Salmon?

Colwell & Salmon Communications is a distinguished leader in providing high-end, direct marketing solutions. As your strategic and consultative partner, we believe in treating every client as if they were our only client by exceeding their expectations 100% of the time. C&S offers a unique approach via our ChannelMARK Program. ChannelMARK combines innovative direct marketing strategies with a myriad of campaign options to provide partners with hands on marketing expertise, as well as a pipeline of immediate and future leads.

Why Choose C&S?

We integrate "best practices" on every campaign using years of Sage experience and product knowledge. Allowing you to focus your valuable resources on closing qualified business opportunities rather than fishing for prospects. But don't take our word for it, visit our cases in point below:

Partner	Solution		Results		Testimonial
 <p>Access Systems, Inc. 865.219.9112 Since 1985</p>	Campaign Selected	Drip Marketing	Leads Generated	7	"Very pleased with the level of service and professionalism from all staff at Colwell-Salmon, especially the account managers assigned to us....An excellent example that sets C&S apart from other companies claiming to be lead-generating machines is simple: Follow up and follow through."
	Sage Product	Abra	Potential Revenue	\$140,000	
	Total Investment*	\$4,500	ROI <small>(per each marketing \$1 invested)</small>	\$31	
 <p>SYNERGISTIC SOFTWARE SOLUTIONS the power of partnership®</p>	Campaign Selected	Drip Marketing	Leads Generated	6	"Their proven techniques for uncovering opportunities filled our pipeline with many opportunities for the next year. A special benefit in working with them is their attentive and competent project managers who take the worry out of managing the project and reporting on the leads. "
	Sage Product	MAS 90/500	Potential Revenue	\$120,000	
	Total Investment	\$4,500	ROI <small>(per each marketing \$1 invested)</small>	\$27	

To get started contact:

ChannelMARK
877.497.6570

sage@colwell-salmon.com

Or visit C&S ChannelMARK online:

sage.channelmark.net