

Custom Telemarketing Campaign

Cost: \$2,841 Package Code: E1

Cost: \$5,119 Package Code: G1

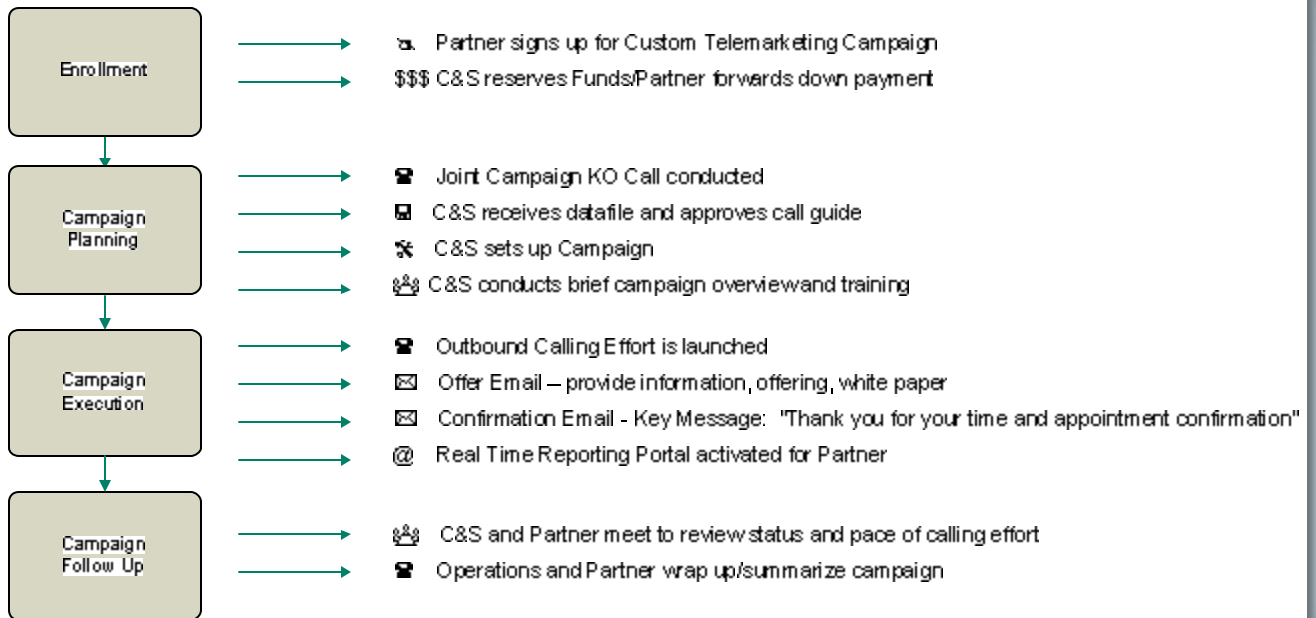
- Partner sets lead criteria and solution to market
- Options available across MAS, ACCPAC, CRM, Timberline and Abra
- Includes up to 3 Touch Points:
 - Phone Based – Outbound Call
 - Web based email attaching Prospect /Solution/Offer Information
 - "Next Steps" confirmation email setting expectations for following on call, "thank you for your time", on all leads

This campaign option is a viable choice for partners who are looking for a flexible campaign option, and to build a strategic pipeline of immediate and future needs. Partner's offers or incentives can be easily integrated into campaign.

Campaign Elements: Prospect List Procurement, Campaign Management, Call Guide/Campaign Set Up, Real Time Lead Distribution and Campaign Reporting. The number of leads projected established based on documented lead criteria and solution being marketed.

	Option 1	Option 2
Total Campaign Cost	\$2,841	\$5,119
List Size	500	700
# of Attempts per Record (approximate)	2	3
# of Call Attempts	1,000	2,000
Decision Maker Discovered/Verified	v	v
Typical lead conversion rate from list = 1% - 4%	v	v
Prospect Intelligence Gathered (Pain Points, Current Environment)	v	v
Additional Opportunities uncovered for further cultivation by Partner or C&S	v	v

Campaign Flow



Partners interested in learning more about this program or have questions, email Christine Barker, Channel Partner Specialist, at sage@colwell-salmon.com, or call 877.497.6570.