



INCREASED-REVENUES.COM

B2B TELEMARKETING PROCESS



**Step 1
INITIAL CALL**

Objective #1
Qualify Prospect

Objective #2
Get Prospect to agree to a meeting and web demo Or Disqualify them

Tools
-Lists provided by Client
-Objection Handlers
-Murray Step by Step Permission Based Telesales Script

→ **BYPASS** →

Get Meeting Booked Without Mail or Email

→ →

**Step 4
PASS LEAD TO REP**

Objective #1
Close the Customer

Provide Rep With
-Call Logs
-Web Based Demo
-Face to Face Call

**Step 2
SEND PACKAGE IN MAIL or PERMISSION BASED EMAIL**

Objective
Provide Customer with more information and build Knowledge and Trust

PACKAGES INCLUDE
-Personalized Letter on Letterhead
-Business Card
-Video Email
-Audio Testimonials
-HTML Email

CONSTANT CONTACT
Direct Mail
Post Cards
Audio
Emails
Video

Branded HTML Email

YouTube **Google**
Broadcast Yourself™ Video Canada BETA

**Step 3
FOLLOW-UP CALLS**

Objective #1
Get OK For Meeting

Tools
-CRM
-Calendar

Prospect may end up in a Call Cycle
Follow-up Loop until you can connect and have a conversation

UN-QUALIFIED PROSPECTS
A GENERAL INFORMATION PACKAGE IS SENT

QUALIFIED PROSPECTS
CONTINUE ALONG THE PROCESS

Nurture Drip Program:
-Letter
-Ezine
-Newsletter
-White Paper
Free Report

CALL BACK IN 6 WEEKS

REP MAKES FOLLOW UP CALL

REP OPENS THE ACCOUNT

CONSISTENT ONGOING BUSINESS FROM THE CLIENT

UNINTERESTED PROSPECT
PROSPECT MAY GET DROPPED IF THEY SHOW CONTINUAL DISINTEREST AFTER SEVERAL PHONE CALLS

OPT-IN NEWSLETTER