



TELEMARKETING

Route 1 to your Decision Maker

highly
responsive
& direct

relationship
building

professional
telemarketing
services

We've got it covered

- Appointment making
- Data cleanse
- Telephone Research
- Sale development
- Data capture
- Inbound & Customer Services

We've delivered a range of projects with some of the UK's biggest household names, like Capita, RBS, Sainsbury's and New Look, as well as SME's and small business start ups across the North East.



End to end, integrated campaign management

MBL Solutions is an integrated marketing consultancy and solutions provider and has been providing first class telemarketing for 10 years. We can either manage your entire campaign or deliver professional responsive telemarketing from our specialist consultants.

- Data sourcing and management
- Integration with websites and provision of online research and data capture
- Print mailshot design, production and delivery
- Professional full time telemarketing consultants
- Pre and post e-mail marketing

We pride ourselves on providing practical solutions and delivering measurable results from our marketing.

Why Use Telemarketing?

The sad truth about any mail-shot or marketing activity on its own is that it is fraught with the potential to lose impact along the way. Given the high cost of mailings this can create a serious ROI problem.

Mailings can be lost in the post, go to the wrong person, be cut out by secretaries, binned immediately, misunderstood, or create initial interest which is not acted upon because of time constraints.

Telemarketing can transform these results, because it is:

- **Direct:** We can be sure that we have arrived at the decision maker's desk.
- **Responsive:** We will always get a response of some sort. Even if we don't make a sale, we will be able to leave a professional impression and a positive message about the product.
- **Measurable:** We can measure, precisely, what effect the telemarketing (and mailing) campaign has had.
- **Immediate:** It can speed up responses by many weeks, reducing the drop off of prospects intending to act but who then forget.
- **Tailored:** We can change the message to suit the needs of the client because we can listen to what they have to say first.
- **Feedback and Data:** We can capture data on who, what, why and when which will be invaluable for future targeting and we can get immediate feedback for testing purposes.
- **Human:** It is a more human and empathetic approach, when handled correctly.
- **ROI:** It can hugely uplift the ROI of this and future campaigns by reinforcing and tailoring messages.



Why choose MBL Solutions?

It's not enough to say that our team has been delivering successful telemarketing and telesales campaigns for blue chip organisations for over 10 years. Nor is it just that we can provide the entire campaign solution form your company if you want it.

What makes us stand out is our understanding of your objectives and our commercial awareness. We all come from client backgrounds, including companies like Sage, the AA and Orange, and we understand what you need from a successful campaign.

We are devoted to the generation of a clear return on your investment, because we want to work with you on a long term basis (some of our major clients are still with us after 10 years).

Understanding the brief:

We spend time getting to know your business and exactly what your overall company objectives are.

Development of detailed briefing document:

As part of our training process we will develop a detailed training document, based upon our discussions with you, which will be agreed by yourselves. This ensures that there is complete alignment about the objectives, the approach and what we are saying. This will cover data capture requirements and objection handling responses.

Data management and list sourcing:

Good data is the key to a successful campaign and we can advise or directly source and purchase data and lists for your campaign.

Professional full time consultants:

When we work with you, we know that we're representing your company. This requires great staff selection, expert training and professional calling techniques. We use skeleton briefs, but do not use rigid scripts.

Data capture and feedback:

In any campaign it is almost as important to find out why a prospect is not interested and when they might be, as it is to make an appointment right away. Our campaign objectives always include a detailed feedback and data capture brief.

Regular reporting and management information:

All clients want to know quickly how a campaign is developing. That's one of the great things about telemarketing, that you will start to know more about your customers after the first couple of calls. We will agree a daily, weekly and monthly reporting format with you.

The **MBL Solutions Network** also includes:

MBLInspired
Gift Cards | e-Vouchers | Vouchers



webkinetics
internet marketing consultancy



How do we cost a campaign?

Whatever service we are providing we try to be as upfront with our pricing as possible, but obviously every campaign is slightly different.

Our standard telemarketing service fees are:

Systems, Set up and Training: £250

Daily Consultant Calling Charge: £220 (for appointment setting)

The daily rate can vary based upon the complexity of the project. Data capture is usually more straightforward than direct sales. The costs include management and reporting.

Do we work on a payment by results basis?

(You were going to ask it anyway!) The simple answer is “yes we can” but there is no such thing as a free lunch, so please read on....

Many clients ask for this option and we know that there are suppliers who will offer this model. It seems an obvious approach and what have you got to lose as it costs you nothing?

If you run a campaign and it isn't effective there is a cost, in fact it is a disaster. Not only have you failed to get sales or your desired result, but you may well have damaged your reputation with your prospects. Your first consideration needs to be choosing a professional company which you are happy to represent your company.

To work on a “no win no fee” basis it will almost certainly cost you more overall. We will look at this model for you and the project will be priced on your historic sales ratios.

Our calling cycle

Our typical call cycle is based upon:

- 100-110 dials per day
- 20-30 decision makers spoken to per day
- 2-4 appointments per day

Please note that these results vary by products sector, target audience and time and economic factors. To maximise efficiency of caller times we may avoid certain low response times of the day and week.

We will phase our campaign times to allow for repeat calling, including the sending out of email information followed by a second call.

We will provide a daily quick summary of appointments plus a weekly activity report.

www.mblsolutions.co.uk

Call us to find out more on **0191 250 4530**

PART OF THE MBL SOLUTIONS NETWORK

MBLSolutions



How we might manage your campaign

- MBL Solutions will design a simple data capture and telemarketing system into which we will import the contact data supplied.
- Included in this system and process will be a diary of your available consultants.
- We will request minimum 2 x 1.5 hour telephone briefings and will obtain additional information from marketing materials and client and competitor websites. The briefing should cover company and product background, objectives, case studies, competitors, your USP, pricing, implications and timing of product delivery, real product benefits, information about target prospects, information about key purchase drivers such as impending legislation, likely objections which will be faced.
- We will prepare an internal briefing document and will spend up to a full day's internal training. This document will include an outline skeleton script but we will not tie our operator(s) to a set script.
- If the contact is not the right contact we will find out who that contact is and ring them.
- Once contact is made we will introduce the company, explain the benefits of the products and services, obtain an appointment and/or capture data onto the system.
- If additional information is required (usually the case) we will email an electronic flier (which we can design and produce) plus link to the website and diarise a further call to follow up.
- We will provide a daily summary and appointment report, plus an end of project report containing all captured data.
- It is likely that we will need to leave messages with prospects and we will use one of our 0845 numbers for this. This number will be dedicated to your company and will be answered "(Your company name), how can I help you?"

Results and ROI

It is impossible to know what results we will achieve, but below is an example ROI model. It is important to also consider the additional objectives and advantages of telemarketing, including data cleanse, market information and feedback.

ROI

Costs for 10 days excluding set up:	£2,200
Leads generated:	20
Lead conversion rate:	1:3
Sales:	7
Ave Value:	£500
Total Sales Value:	£3,500
ROI based on 2 appointments per day:	£1,300 (169%)

If we can prove (or beat) this model then it will be easy to scale up.

Getting the best from your campaign

Choose the right provider:

Make sure your provider is a specialist. It is easy to say that you are able to provide telemarketing services, but very difficult to be effective and generate results. Ask to see their track record.

Integrate your campaigns:

All marketing campaigns work more effectively if they are multi channel and not stand alone (although we often do provide stand alone telemarketing). Integrate email marketing, mailshots, and your website with telemarketing.

Good mailshot design:

These need to have memorable and clear (benefits oriented) messages. It really helps if we can refer to a mailshot which they remember and have understood the messaging!

Good data:

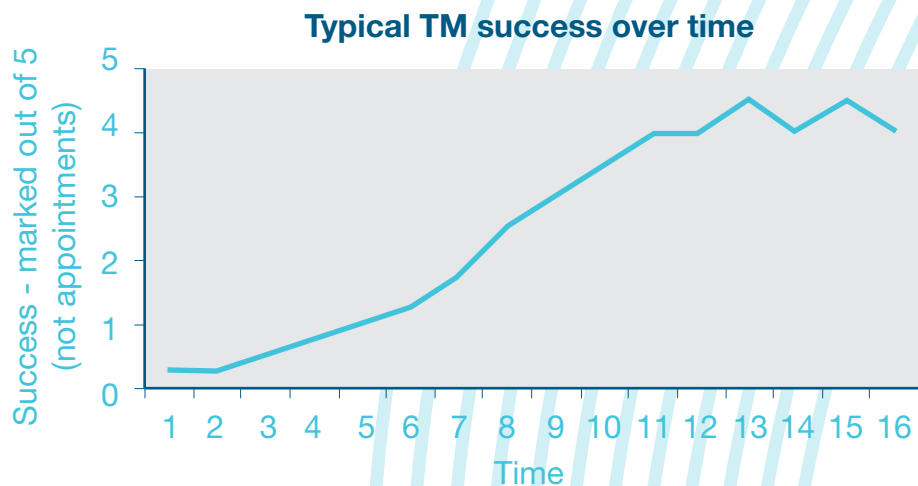
This is the key factor. You need to start the campaign with decision maker names and correct numbers, unless it is accepted that part of the time allocated to a campaign is for data cleanse. We can spend a lot of time finding new numbers, correct contact, as the initial call might be to find the right person.

Good briefing information:

Ideally this should include legal issues around the products, likely objections and even information about the prospects. Are they likely to be on site or on a building site, are they in the middle of their year end or in their conference season etc? Where possible we should have some genuine historical facts and case study information to work on.

Allow enough time:

A typical telemarketing campaign requires time to effectively build momentum as call backs are progressed and expertise developed. A typical telemarketing graph (where 5 = optimum not appointments) might look as follows:





**Please call us to discuss
your project requirements**

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