



Our Commitment to You

- We will provide dedicated telemarketers who are experienced, senior, skilled professionals and matched to your sector and/or company profile
- We will involve your telemarketers as soon as you have agreed to work with us
- You will have direct access to your telemarketers
- We will bespoke the campaign around your needs
- We will work in partnership with your field sales teams to help them reach their targets
- We'll be friendly, professional and personable
- We won't practice aggressive, hard sales techniques which only produce short term gain and damage your reputation
- We will listen
- We will speak clearly, calmly and get to the point quickly
- We won't follow scripts – unless you need us to
- We won't book appointments just to 'make up the numbers'
- We will provide realistic advice on achievable targets within your framework
- We will be proactive in providing advice on how to get the best return on your investment
- We will be open, transparent and approachable at all times
- We are ethical
- We'll keep pricing simple with an agreed fixed fee
- We will provide useful reports and feedback
- We will be flexible, proactive and quick to respond to changes



Your Commitment to Us

- You will appoint a key contact person
- You will meet us halfway in the set up process
- You will ensure that a key contact is available to respond quickly to queries and opportunities (please don't go on holiday just before the campaign starts!)
- You will endeavour to have a message, product or service that is unique or attractive to your chosen target market
- You will encourage relations with your field sales, marketing and customer services teams
- If you wish to send follow-up information by post or email (rather than us), you will have a speedy process in place
- You will provide us with feedback on any leads and appointments generated so we can continue to refine our approaches and questioning with prospects
- You will let us know any concerns you may have as soon as you have them
- You will tell your colleagues what we are doing so that any prospects who call you directly can be responded to in a professional manner
- You will be happy to listen to our thoughts in areas such as data, messaging and target setting
- You will contact prospects in the manner they have requested – visit, email, post or phone call
- You will set smart targets and work with us to ensure you get the best results
- You will share with us other relevant marketing activities so that we can react with knowledge and add value to any campaigns
- You will include us in relevant market and company updates so that we provide communications which are consistent with your colleagues