



Campaign Synopsis

Month 2008

CLIENT NAME:
CONTACT NAME:
EMAIL:
TELEPHONE:
DIRECT DIAL/EXT:

Who is CLIENT NAME?

Brief description of company, services, solutions, partners, USP, website information, white paper links, features and benefits etc.

Vendor Relationships:

Guide to PROPOSITION?

What is Proposition/Offering?

DISCOVERY QUESTIONS:

- Have you considered xxxxxxx?
- Within xxxxxx, which xxxxxx do you have?
- What kind of xxxxx do you use? Brand & how many?
- How old are they? What plans do you have to upgrade/replace them?
- Is your environment outsourced? Yes (WHO TO) /No/Any Plans to outsource...
- Which xxxxx supplier/partner do you usually purchase your solutions from?
- Do you have any other infrastructure projects?
- Do you have any other managed services requirements?

VALUE PROPOSITION ELEVATOR:

- We've been working closely with companies in your industry to improve their usage of xxxxxx technologies such as xxxx as we've found that most companies that have implemented xxxxx are now looking to take the initiative to xxxxx issues, improve utilisation and reduce associated costs of support & energy consumption.
- The reason for my call is to find out how you currently use xxxxxx technologies and see what your next step is?
- Typical issues:
 - Performance
 - Integration & Execution
 - Tactical implementations
 - Cost of xxxx licenses
- We design and deploy xxxxxxxx solutions that enable you to improve the operational efficiency and productivity of your xxxxx infrastructure.
- XXXX is a xxxxx Reseller and are able to design and consult on all products within the xxxxx portfolio, including xxxxxxxx and xxxxxxxx.
- XXXX is also experienced in delivering xxxxxxxx using the latest solutions on the market.
- We provide scalable and future proof business solutions that deliver a better ROI through business benefits, efficiencies, sustainability and increased profit growth
- We are currently meeting with organisations within the UK to discuss how our solution can compliment your existing environment to improve performances and reduce costs and complexities.

QUALIFICATION QUESTIONS:

- Are you responsible for the xxxxxxx projects?
- Who is the project lead? What role will you take in the project?
- Technology Evaluator/Decision-maker, Budget holder, Influencer?
- Who else will be involved in product/supplier decisions?
- Is there a budget in place for this project? If no, would you like help to define a business case?
- Are you able to signoff purchases? If yes, ask if it's up to a certain value? If no, identify budget decision-maker.
- **If purchase decisions are made outside the UK, ask where decisions are made from? Record in the conversation notes.**
- What xxxxx do you currently use? Likes/Dislikes?

BUSINESS DRIVERS:

- What are you trying to achieve through xxxxx concept?
- What problem are you trying to solve?
- What markets are you servicing? Clients? Size of Client?
- How will you measure the effects/ROI achieved?

CLIENT WEBSITE: www.leadgenr8.com

LEAD STATUS CODES:

- ✓ **Appointment** – Diarised date and time for a meeting/Con-call
- ✓ **A Lead** – Budgeted project with supplier selection timescale of 0-6 months
- ✓ **B Lead** – Budgeted project with supplier selection timescale of 7-12 months
- ✓ **C Lead** – Specific interest in the proposition, prospect has a major business pain that can be resolved through the implementation of discussed technologies
- ✓ **D** - General interest in the value proposition with defined next action
- ✓ **E** - No interest

FULFILMENT:

- ✓ Email alias address: proposition@company.co.uk
- ✓ Email covering letter content & PDF's provided & approved by COMPANY NAME
- ✓ LeadGenR8 to action Requests for Information (RFI's) and follow up to take place within the term of the campaign
- ✓ CLIENT to action appointment confirmation emails.

LEAD QUALIFICATION & CONFIRMATION:

- ✓ LeadGenR8 telemarketer generates a qualified appointment with a date and time, confirming the location & authority of the decision-maker
- ✓ LeadGenR8 management team undertake a 2nd call to the prospect to confirm all contact details and confirm the proposed time, date & location of the proposed meeting.
- ✓ LeadGenR8 sends a confirmation email to the prospect, naming the person who will be attending the meeting.
- ✓ LeadGenR8 Telemarketing to distribute the PDF/Word versions of the conversation notes the following morning (in compliance with the CLIENT lead distribution model & SLA)
- ✓ CLIENT sales person must confirm the appointment within 48 hours of distribution and reconfirm 1 week before the proposed appointment date to check ongoing suitability and rearrange the date if necessary.
- ✓ CLIENT to collaborate and decide the approach to be taken into each lead generated during the campaign.
- ✓ CLIENT to provide ongoing feedback into LeadGenR8 Telemarketing for ROI reporting

DISTRIBUTION:

Criteria for Distribution: Appointments and immediate actionable leads should be distributed on a daily basis in a PDF & MS Word format to: first@company.co.uk, cc: company.co.uk & first.last@company.co.uk

CASE STUDIES/REFERENCABILITY:

XXXX, (website link)
 XXXXX, (website link)
 XXXXXX, website link)

KEY OBJECTIVES

- To generate Appointments and immediate actionable A Leads (this will be the main measure of success) for the COMPANY NAME Sales persons (dependant on postcode, region/territory): SALES PERSON 1 (M1 TO M9/PR/BB/BL/OL/WN/WA/SK/CH/CW/L1 to L9), SALES PERSON 2 (B1 to B9/WV/WR/DY), (SALES PERSON) (LE/CV/NN/MK/OX), SALES PERSON (ST/DE/WS/TF) and SALES PERSON (BD/LS/HX/HD/WF/DN/HU/NG/S1 TO S9)
- To build key solutions and prospect intelligence into the COMPANY NAME database, in order to add value when undertaking future direct marketing activity
- To clearly define the drivers behind the opportunities identified, in order to fully prepare COMPANY NAME to re-qualify & subsequently distribute each sales opportunity

Data Segmentation:

Target Data: All Cross Verticals (Excluding xxxx, xxx, xxx)

Segmentation: Companies based within the UK (Postcode Areas: as above)

Data Counts: Total dataset provided by CLIENT/DB SOURCE consists of XXXX records

REPORTING:

Daily: email updates COP every day to CLIENT:

first@company.co.uk, cc: company.co.uk &

first.last@company.co.uk

Reviews: Soft review via concall on Monday and every Monday after, Hard review on TBC with all parties by con-call – (details TBC).

End of Campaign: Delivery date of the campaign summary report & debrief – TBC

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