

Cold Calling

Let's face it - not everybody likes cold calling. It's an art, and our agents are masters in warming up callers to be receptive and to hear out your message. You do not want to do this in-house. Leave it to us.

Lead Nurturing

Who is following up on all those leads we produced? WE ARE! Our lead nurturing campaigns will stay with those leads to make sure those appointments happen.

Seminar/Webinar Registration

You have planned a great seminar, now you need to get participants to attend. Stuart Selbst Consulting can call your invite list and turn those leads into attendees.

Tradeshow Follow-Up

You spend thousands of dollars to meet new faces. We follow-up your tradeshow leads to separate passers-by from genuine opportunities, allowing you to give the qualified prospects the attention they deserve.

Surveys

We know how to get the conversation rolling. Our agents are trained to be conversant, get "close" to your surveyees, and can collect the information your company needs.

Client Renewals

Outbound contract extension campaigns help provided consistent revenue, as well as identify up-sale opportunities among existing clientele.

Research/Lead Generation

Our market profilers can create a customized lead-list of the people you want to target. Just tell us who they are and what they do and we can take it from there

Turn Cold Leads Into Hot Sales Opportunities

New sales opportunities are the building blocks for a thriving and successful sales pipeline. It's something that every sales manager can agree upon. However, convincing their sales team to prospect daily and generating success from such internal efforts can often be less than rewarding.

Stuart Selbst Consulting has developed a specialized telesales strategy successful at turning cold calls into closed deals. We provide you with pre-screened, qualified leads and contact appointment information, allowing your sales team to focus on making presentations and closing the deals. Our team collaborates with you to help develop the scripts and qualification criteria, as well as coordinate our reporting efforts to integrate with your firm's sales force automation system. Most importantly, your sales team focuses on closing deals...period.

Stuart Selbst Consulting differs from the competition in that we *do not hire traditional telemarketers*. Telemarketers read from scripts and cannot fully engage prospects when on the phone. Telesales professionals differ in that they fully understand the products and the vertical so they can have a discussion with the contact. Our team consists of individuals who have a firm knowledge of both technology as well as the targeted vertical in which they sell into. This difference adds credibility to our client firms, as well as increases the overall success rate, as we can quickly overcome initial client objections, concerns and focus their interest on the product/solution.

We have solid processes in place to support our people and our relationship with you. Our implementation process is thorough and clearly defined. Our performance monitoring process ensures that your telesales team is working in top form. Our closed-loop reporting process delivers not only metrics that assure you we're doing our job, but actionable business data that drives your sales, marketing, and customer development programs to new levels of success.

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Delivering New Business to Your Business



5 Common Myths of Sales

All I need to do is send mail/email out to prospects.

Mailing/emailing campaigns partnered with calling campaigns for follow-up and lead generation will help nurture those prospects into leads and then into sales.

I only need outside sales reps.

A report by Gartner entitled "Inside Selling: Selling More at a Lower Cost" shows that using telemarketing to support direct/field sales reps can increase revenue by 150%.

All I need are inside sales reps.

Inside sales reps often find themselves with a divided focus simply to meet the day-to-day demands of a functioning sales organization. Even the most successful inside sales people will find and prioritize almost all other tasks ahead of "cold calling" or even warm calling to set an appointment. Teleservices vendors are 100% focused on lead generation all day, every day.

All I need to do is create great looking marketing materials.

What you need is a way to distribute those materials. A great way to do this is with calling campaigns focused on subscription sign up or webinar registrations.

All I need to do is have a great product or service and customers will find me.

Every business has a quest to grow business. You must promote your product or services out to your target market. Lead generation calling campaigns, as well as subscription/webinar registration campaigns, are two ways to spread the word and help in Company Branding.

Stuart Selbst Consulting is a leading provider of outsourced C-Level coaching and business development services. We are qualified, professional experts in the business of Managed IT Services. Our core services include business development and virtual advisor, sales and marketing process development, business training and client communications.

To learn more about Stuart Selbst Consulting and our Business Solutions, call (480) 389-5481 or email us at info.telesales@stuartselbst.com.

Why Outsource?

Unparalleled Experience

It is very difficult to parallel the experience, knowledge and techniques that successful teleservices vendors integrate into every program they execute. A skilled teleservices vendor has the expertise and will be able to achieve significant and measurable program performance. That experience and knowledge will position your program for success.

Reduce and Control Cost

Without questions, it is more cost effective to outsource your teleservices program to a proven vendor than performing the same services using internal staff. The costs of maintaining the equipment, personnel, buildings, support functions and staffing issues are overwhelming and work to reduce the overall profitability of your organization. A skilled teleservices vendor will have costs under control, proven business systems and seamless execution of key performance processes that allow them to competitively offer you their services.

Improve Company Focus

Outsourcing lets the company focus on broader business issues while having operational details assumed by an outside expert. Outsourcing is an organization-shaping management tool, which can lead to a clearer more effective focus on meeting the customers' needs.

Free Up Internal Resources

Every organization has limits on the resources available to it. The constant challenge is to ensure that its limited resources are expended in the most valuable areas. Outsourcing permits an organization to redirect its resources from non-core activities toward activities that have the greater return in serving the customer.

What You Get With Our Services

Know Our Clients: We meet with our clients and their sales teams to help identify niche technology sales opportunities for future sales efforts.

Personal Campaign: Our marketing team crafts a personalized telesales campaign, including a client overview, product summary and call script – all essential elements to make outbound demand generation campaigns successful.

Qualified Prospect Lists: We work with your team to select a list of prospects that will generate a maximum result, providing you the best return for your investment.

Client Review: We review the campaign with our clients and, if desired, run test calls into the client to better understand their needs and desired talking points.

Ongoing Support: Stuart Selbst Consulting continues to keep you in the loop with weekly calls to review the telesales campaign, identify strengths and weaknesses, and make changes as needed.