

tme | Teleservices

Prequalify suspect lists

Boost event registrations

Improve customer relations

TME is a full-service marketing communications agency that specializes in branding and positioning, creative services, and marketing management. For more than 20 years, our collaborative approaches and integrated marketing have shortened sales cycles and increased company growth.

The result: long-standing client partnerships.

total marketing experience

brand strategy • sales optimization tools • lead generation • web & interactive • event management • public relations • advertising
tme communications, llc | wayne, pa | t: 610.688.0659 | f: 610.688.0679

Overview: Collaboration with sales and marketing managers

TME Teleservices are a cost-effective alternative to growing an inside sales team. We use a “Call Approach” typically integrated and timed with online/offline direct marketing tactics focused to prequalify suspect lists, to boost event registrations, and to improve customer relations.

It’s NOT “script-read” telemarketing. And it’s certainly not a turnstile of retired or out-of-work staff who you will never come in contact with.

All programs aim to convert target audiences, heighten awareness, obtain new contacts, scrub databases, and gain business intelligence.

Prequalify suspect lists up to 25%

Your sales team has the beat on the street with customers and prospects ready to buy—and that is where their focus should be to meet sales commissions. Our role in your process is to focus on *Warming up Suspect Lists* to fill sales pipelines with pre-qualified leads, increase *Web traffic*, and *Yield Cleaner Databases*. TME clients have gained up to 25% in positive responses from this collaboration.

Boost event registrations

Coupled with TME’s extensive event management experience with webinars, user conferences, trade shows, and seminars, our teleservices are deployed to heighten *Awareness*, facilitate direct *Registrations* and confirmations, and coordinate pre- and post-event *Fulfillment*.

Improve customer relations

With your current customers, TME helps promote and convert *Special Offers*. We also conduct *Satisfaction Surveys* timed with the delivery of your products and services. During the survey process, we help secure customer consent for case studies, testimonials, public relations, and event participation. Also, our teleservices can be leveraged for *Early Adoption Programs* (e.g., software users).

► **For lead generation campaigns, TME uses the first 10 hours as a “pilot” to validate the offerings and the Call Approach. Refinements will be made if required.**

Delivery Model:

Initial Setup		Teleservices & DB Management	
Kickoff Session & Campaign Strategies OUTPUT: Top-level positioning framework with packaged calls-to-action & incentives, workflow, goals	Call Approach Messaging concepts; final direction	Timed Calling First (10) hours used as a “pilot” to validate offerings & call approach (refine as needed)* (X) hrs of calling based on # targets Monthly or fixed duration based on campaign strategy *Lead generation only	Reporting & Intelligence Conversion notifications (that need immediate action) Weekly status & DB reporting Final comprehensive campaign debrief with scrubbed DB
	List Procurement & Integration Existing & new		
	Caller Training Client introduction; QA/call testing		

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