



Longbow Consulting Group

Marketing & Management Consultants

Consulting Program:
Telephone Sales

The key benefits of a telephone sales program are:

- Cover more clients in specified market segments than with field sales
- Significantly lower sales costs
- Maximum client & market penetration
- Maximum new client development

In specified market segments, CRM and SFA software such as GoldMine helps markedly in realizing these benefits with the following features and functions:

- **Scheduling and calendaring** based on client or customer potential using a technology-based call-appointment-fax-e-mail-letter mix.
- **Flexible Central Repository** for large amounts of client information with both predefined and customizable fields and screens. Can include valuable data integrated from back-end office applications.
- **Automated processes** that drive an automated system for the repetitive tasks of new client or customer prospecting and current client or customer penetration.
- **Extensive reporting** to monitor activity and business objectives. Helps in overall market planning and maintaining sales person accountability.

Program includes:

- Technology-based telephone sales and marketing training – including:
 - Call scripts and call guides.
 - Call strategies for client or customer penetration and retention
 - Telephone prospecting strategies
 - Call role-play
- Customized industry-specific GoldMine screens.
- Full software installation and training
- Target marketing strategies
- Strategic market planning
- Custom industry-related report
- Business process customization

Office equipment prospecting programs are available for equipment dealers.