

Turn Cold Leads into Hot Opportunities

Gartner estimates that over 70 percent of leads are never acted on, resulting in wasted investment and lost revenue.

Good, qualified leads. They're essential to growing sales revenue. Yet finding prospects who are ready to buy is time consuming and is not the best way for your sales people or channel partners to spend their time. Traditional telemarketing firms can make the calls for you, but they may not understand the entire buying cycle and can make a bad impression.

Whether you already have leads that require follow-up or need to generate new ones, Driver Group's 7-Touch Lead Service turns raw leads into qualified prospects quickly. As a result, your sales team can focus on what they do best—closing deals.

7-Touch A Proven Methodology



Law of Seven: It takes seven contacts to turn a cold lead into a warm lead.

Grow Your Pipeline and Increase Revenue

Unlike call houses, we leverage our marketing expertise to move leads effectively through the buying cycle. This enables us to:

- Fill your sales pipeline with new opportunities
- Increase your sales revenue
- Set up conference calls and meetings between prospects and your sales people
- Recruit participants for seminars and workshops

Get Prospects to Call Back

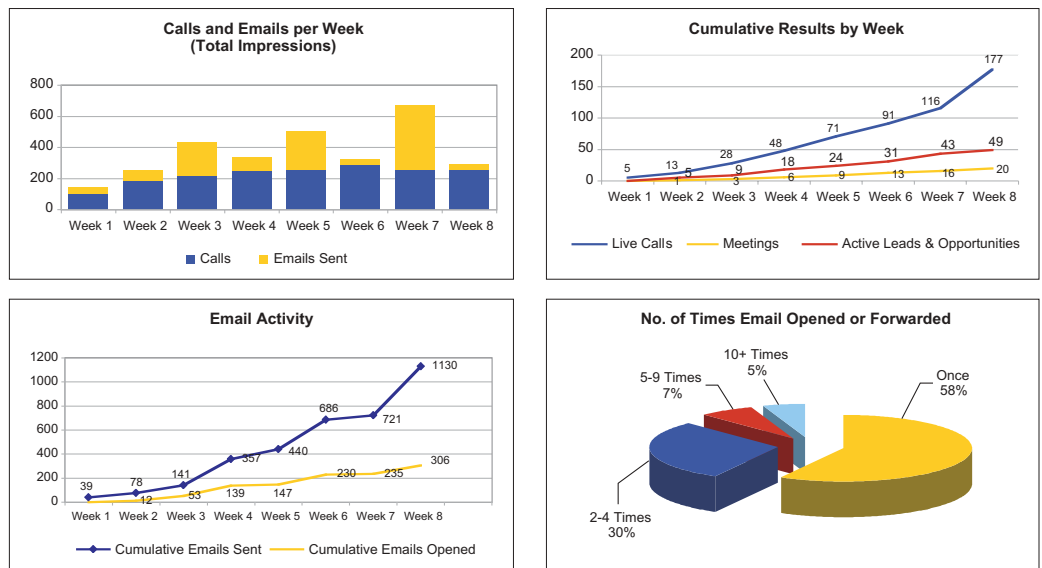
Companies choose Driver Group to generate and manage leads because we get results. We go beyond writing scripts and making phone calls to building relationships with cold prospects. With our 7-Touch Lead Service, prospects open emails, return voicemails, and take calls because we tailor our messages to their current level of interest. After each contact, we assess the response and adjust accordingly. As a result, we hand your sales team qualified leads that are ready to buy.

Stay on Track

Regular communication about results is an integral component of our 7-Touch Lead Service. To ensure that you're in the loop, we send email notifications each time we handoff a qualified lead or uncover a competitor win. We also produce weekly reports to keep you up-to-date.

At the end of the program, we summarize and present final results, including the total number of meetings and leads passed to sales and the associated revenue, cost per qualified lead, and revenue return on program investments.

Lead Management Dashboard



7-Touch Lead Service weekly reports include:

- **Call reports:** weekly call volume, live calls, meetings, upgraded leads
- **Email reports:** emails sent and opened, number of times opened
- **Lead reports:** leads by status, upgraded leads, leads converted to opportunities

Build Strong Relationships

A full-service offering, a proven methodology, and in-depth reporting—these are key components of the 7-Touch Lead Service. But what most distinguishes the Driver Group from other firms is our people. They're sales and marketing professionals who know how to communicate with prospects on the phone. They apply their marketing excellence to the telemarketing process, and as a result, leave your potential customers with a good impression of your company. This in turn makes it easier for your sales people to close deals. That's our goal—to accelerate your success. And we're good at it.

For more information on the 7-Touch Lead Service or to schedule a **free** needs assessment visit www.driverdriver.com