

Success Through Meaningful Conversations

Real Qualified Leads

By Charles Frassetto | Business Owner | p: +612 9037 6107 e: team@cfmarketing.com.au

One Group Sales

<https://cfmarketing.com.au>

/

PRIVATE & CONFIDENTIAL



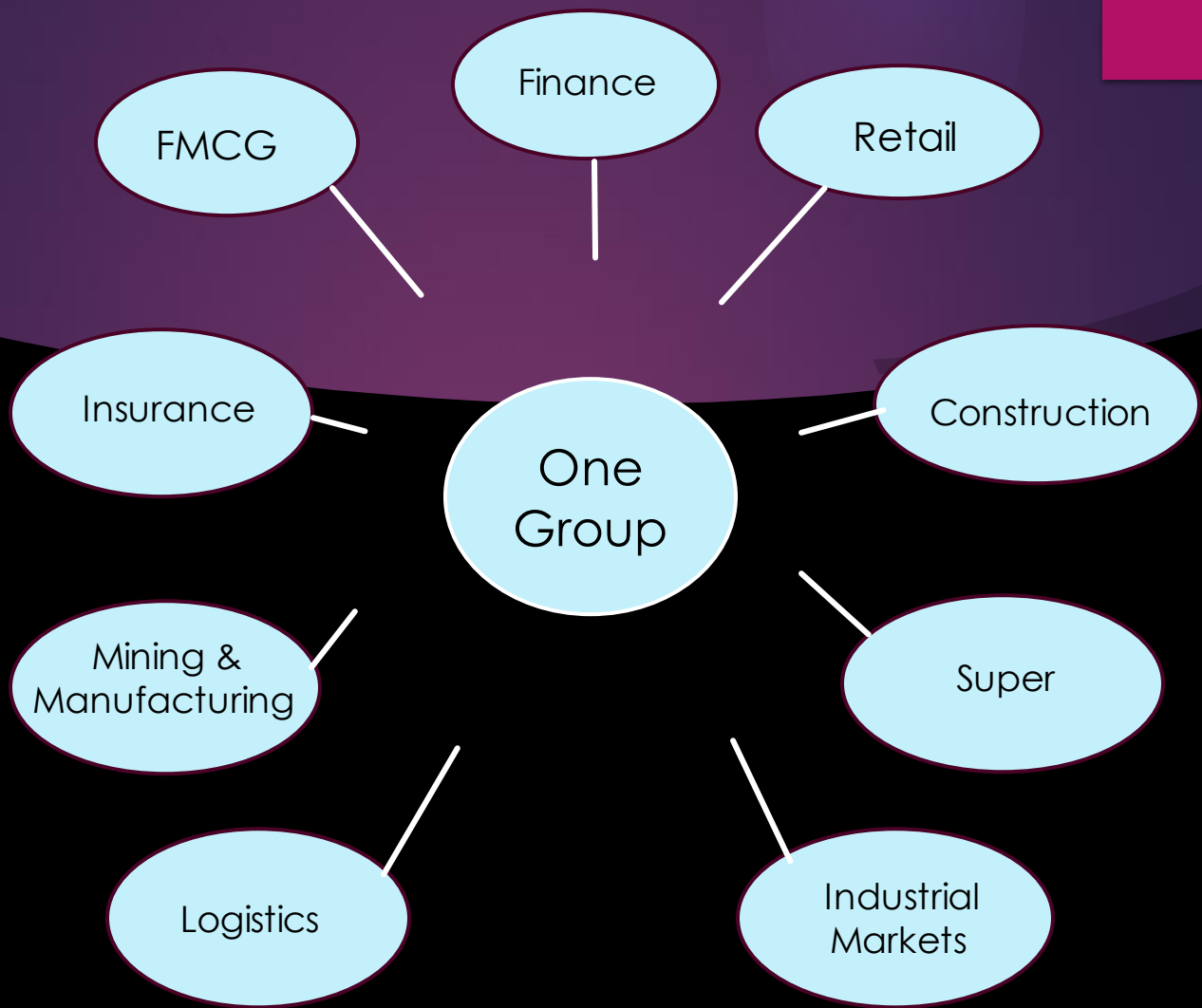
Table of contents

1. Why Choose Us
2. Industry Sectors
3. The Team
4. Our Recruitment Process
5. Your Campaign ingredients
6. You – Campaign Overview
7. Recommended Strategy
8. Some of our Clients
9. Our Technology & Infrastructure
10. Continued
11. Call To Action



Why One Group?

- ▶ We help Australian and New Zealand businesses achieve their sales goals and build their brand awareness, delivering millions of dollars, worth of new business to our clients every year.
- ▶ Our mission is to continue achieving quality performance contact centre in Australia, but we do aspire to be the best. We have built an enviable reputation for creating strong client partnerships, delivering exceptional customer experience, and driving client growth. We are focused, nimble and agile with the flexibility to evolve and meet your changing business needs.
- ▶ Established in 2019, with a background prior One Group provides a modern approach to new business development and customer services to clients across a wide range of vertical markets. Thanks to the dynamic training and leaders supporting the One Group team, we are results driven, delivering strong sales and excellent customer experience within B2B and B2C environments.
- ▶ We maintain the highest employment, regulatory and ethical standards and are proud of our reputation as an inclusive employer with a wide geographic reach and vision for equal opportunity. We have ambitious plans to be leaders in our field with an enviable reputation for service excellence, strong sales results, leading-edge technology and a nimble, contented and committed workforce.
- ▶ Working closely with our cloud contact centre software provider, RingCentral, we can make contact by phone, email, live chat, and SMS to support you in delivering the best customer interactions and sales outcomes. Our agile and flexible approach to technology allows us to easily adopt client systems and applications, making sure that all touchpoints and interactions are seamless to our clients' customers and transparent between organizations.
- ▶ We operate as an extension of your sales team: Whether you need appointment setting services, lead generation, a wholly outsourced inside sales solution, or a blended service that meets your unique business challenges, we can help. One Groups' team uses a variety of strategies to find your potential customers. Once we can engage in a conversation we will uncover each prospect's needs, pain points and will be able to present your business as a solution, in turn generating qualified sales and marketing opportunities.
- ▶ Protect and enhance your brand by partnering with One Group using our professional SDR's and our proven method for generating qualified leads resulting in meetings and potential acquisition.



Industry sectors:

We work in almost any industry or market sector. Above is a snapshot of those we currently work in and have worked in recently over the years.

The Team

Attracting the best people is key. Our robust recruitment process 'weeds out' unsuitable candidates as they progress, meaning that we only interview candidates that demonstrate promise following several assessments and tests. Once we have selected the best of the best, our onboarding and training programs are designed to constantly upskill and enhance our agents, striving to ensure we have peak performers working on our client's campaigns.

Our Sales Development Reps

We attract and retain the best SDRs by providing a stable, fun, and competitive culture where we support and empower our team. We have numerous campaigns running consecutively so we provide our SDRs with variety and we match them with campaigns that fit with their personality, experience, and expertise. All our representatives are based in Australia and are mentored and coached by some of the top CEO's and sales leaders in the world.

They are experts at:

- ▶ Navigating conversations with EA's PA's and the relevant frontline [gatekeepers]
- ▶ Building quality rapport
- ▶ Uncovering opportunities
- ▶ Securing the required outcomes
- ▶ Coordinating and booking various calls with confirmations held resulting in meetings onsite or online

Campaign Managers

- ▶ Working closely with our SDR and Customer Service team to deliver a program of ongoing training and mentoring to develop each SDR's skills to ensure they are equipped with the most effective sales strategies. This ongoing training, both in individual and team sessions, keeps our SDRs aligned to our values and focused on doing the right thing by our clients.

Dedicated Account Manager: Charles

We provide you with a dedicated Account Manager to monitor campaign performance and drive success. Our Account Managers are there to:

- ▶ Provide you with regular feedback and reporting. Our BI Reports give clients campaign stats in real-time, plus you will have a weekly meeting with Charles to discuss the progress and make any necessary adjustments.
- Monitor and drive campaign performance.
- All campaigns include a stringent Quality Control process that validates each lead ensuring only those that meet our agreed qualification criteria are passed back to your team.

Our Recruitment Process

1. Role advertised on LinkedIn and other channels

jobs@cfmarketing.com.au

2. Applications received and reviewed: Initial screening 3min Call to test tonality/voice - Send sales suitability questionnaire and video test email – asking applicants to register with Employment Hero. no return = no Returned further action

4. Online assessment: Training and briefing shared with the agent. Technical knowledge and KPI's discussed with expectations outlined, the daily operations and briefing shared with goals and outcomes confirmed.

3. Questionnaire, and voice test received

Pass

Fail = feedback emailed

Internal review: Standard ANZ Requirements

The representative must hold a commercial acumen and have experience communicating at a senior level with CEO equivalent. Ability to communicate in a structured and intelligent manner and have some experience across key vertical markets including representing today's key brands and service providers.

5. Final meet or online interview – checks – employment contract and further in-depth client campaign training and onboarding.

Your Campaign Ingredients

We can call your own list of prospects, or we will work with you to ensure the best list is sourced and selected from a reputable Australian data provider What are we saying?

Agreeing on a set of metrics and objectives ensures all parties are on the same page and are working to the same targets.

Each campaign has its own individual strategy, and we will collaborate with you to work out the best recipe for success.

We have a proven script methodology that we will develop with you. What is the 'hook'?

Working out what the objections are is integral to getting prospects over the line. What does success look like for you?

To ensure success we need to identify what your company's unique offering is. What is the call objective?

What is the desired outcome of the call, be it an appointment, event registration, through to a full sales process What objections will we encounter?

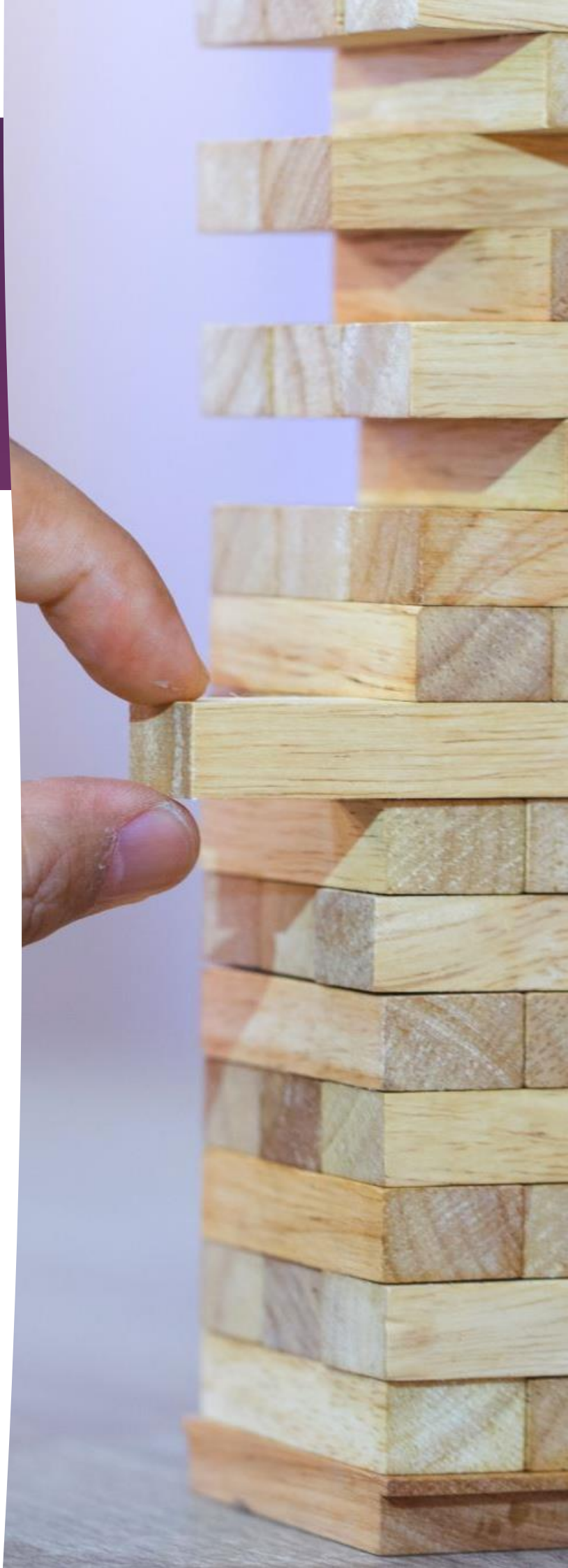
You/

Campaign Overview

Description of your business, are you a product or service based business.

Campaign Objective:

- There are many vertical markets ideal for an outbound call campaign, our pilots focus and hone, in on your prospective key decision makers relevant towards your demographic buyer profile.
- Call objective is to connect with key Decision Maker, whether it be inbound, outbound or client re-engagement in this instance we would look at your ideal client.
- Send email with different options, keep it simple, A,B or C.
- Meetings scheduled over phone, call recordings accessed for quality and training purposes.
- Geographics, Demographics and Psychographics unlocked
- Calling on various businesses within the markets mentioned and outlined.
- Creating and enriching your CRM and pipelines.



Recommended Strategy

Our campaigns are designed to be specific to your unique requirements. Generally, we recommend:

- To create a 1 FTE (40 hrs per week) dedicated team for a 3-month initial campaign, with a view to extending beyond the initial engagement
- Cold calls, coupled with personalised emails and scheduled follow-ups.
- Building and nurturing pipeline of leads created from consistent and professional calling of prospect lists.
- Creating a blueprint for long term outbound lead generation strategy
- Post Pilot a full review to determine on-going strategy beyond the initial campaign

Our Approach

- ▶ For us, transparency is everything, and we want to build a true partnership that delivers lasting results and measurable return on your investment. As our focus is on providing high quality (not just quantity) appointments, we measure our success based not only on the number of calls, or number of appointments we generate, but also on the number and value of clients you acquire.
- ▶ We rely on you providing feedback to us so we can track this.
- ▶ Depending on the length of your normal sales cycle it may take some time for sales to close, so we will work with you and help you measure potential sales and future opportunities when evaluating the success of your campaign.
- ▶ Our approach is simple! From the beginning of the campaign setup process, and right through the time we work with you, we:

1. Get to know your business and your goals
2. Create a campaign strategy specific for your requirements
3. Expertly deliver it
4. Continually evolve our approach with data insights and feedback from our team

Some of our clients






Our Technology & Infrastructure

- ▶ One Group partner with Ringcentral to provide our cloud contact and customer experience technology platform. Supported locally, it is the first Australian contact centre platform to be built on the Microsoft Azure for cloud infrastructure which means its capacity, performance and security is second to none and it has full integration with the full suite of Microsoft applications and partners across CRM, BI, speech analytics, dialler, payments, and workforce management. Using single, secure sign on, it also provides a simple login process for agents delivering operational efficiencies and increased productivity.
- ▶ Flexible and Scalable
- ▶ One Group provides us with the ability to migrate existing applications easily and makes the option to build and integrate new solutions straightforward. Core to our business is providing all clients and their customers with bespoke solutions to meet ever changing needs and demands. We grow as they grow and so it is critical that we can scale and flex up or down when needed. It is a fast software to implement and train and because it is cloud based, agents can be located anywhere as long as there is a data connection.
- ▶ Support and Service Levels One Group provides us with excellent levels of support with advice on how to use services and features most effectively and sharing best practice on how we can get the most from our software and applications. Customisation is also an option if required.
- ▶ We benefit from excellent service levels to quickly resolve any service issues keeping any operational downtime to a minimum and we are supported by Microsoft Azure's 99.99% uptime service commitment. In the event of a data centre outage, they have an extensive network of servers across multiple locations in Australia to handle traffic.
- ▶ BI Reporting and Analytics
- ▶ You will receive BI campaign reporting, as well as a weekly Teams meeting with Charles to discuss results, changes, trends etc. This report is delivered as an easy-to-read dashboard with options to Drill Down the data for deeper understanding of your campaign performance. Additional, bespoke reporting can be created, depending on your individual needs.

Continued...

- ▶ * One Group adheres to the Telemarketing Industry Standards. Those standards require that a caller must ensure that calling line identification (CLI) is enabled at the time they make or attempt to make a call or cause a call to be made. Telephone numbers for return contact by the call recipient must remain available for at least 30 days from when the original call was made to the call recipient. When a call recipient makes a return call to the number transmitted by CLI, they must be able to obtain information on who has called them within a reasonable period.
- ▶ Data - List Costs If One Group is required to source a list for your campaign, this will be quoted separately once list requirements have been agreed. As a guide, lists cost approximately \$1.00 + GST per record, depending on provider and quantity sourced. (Minimum can vary pending on the target audience)

- 
- ▶ **10X Your Offers**
 - ▶ **10X Your Prospecting**
 - ▶ **10X Your Acquisitions**
 - ▶ **10X Your Sales**
 - ▶ **10X Your Relationships**