



66% of businesses consider inbound leads the most valuable type of lead

Frequently asked Questions

What is Ringless VoiceGrams® ?

Ringless VoiceGrams® is an inexpensive means of mass communication. It is a ringless automatic voice message delivery system used for marketing, lead generation, or message notification. Your message will be delivered inside your customer or prospect's cell phone voice box with your voice (or a professional voice talent).

We upload your contact list , scrub the DNC & landlines,

So your personal message is delivered to cell phones only.

This is not an auto dialer or Voice broadcast service.

No phone call is ever made. Best of all, the client will never know you used VoiceGrams® because your message is as clear as if you called and left the message yourself



Ringless VoiceGrams®

**Target a Cellphones
Voicemail inbox without
ever making a phone call
or ringing their phone**

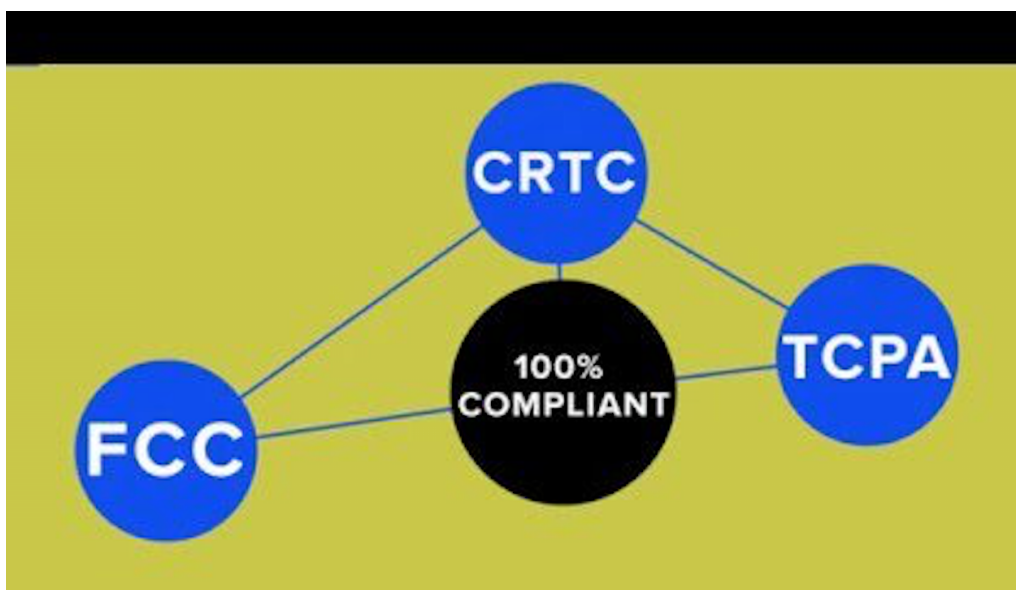
Fully Compliant

Why was Ringless VoiceGrams® developed ?

Ringless VoiceGrams® was developed, due to the inefficiencies of Outbound Telemarketing where only 20% were picking up the phone live & the rest we're going to Voice mail 80% of the time.

This is a huge waste of time and very de-moralizing for your sales reps. Plus it makes lists very expensive when you can't reach 80% of the names you paid for.

With Ringless VoiceGrams®, your message is delivered 96% of the time. The only exception is when mailboxes are full and we retry until emptied. The conversions from inbound are 2-3 times higher than outbound. This avoids bothersome telemarketing calls during the dinner hour and will not disturb anyone during delivery of a voice message.



Why use Ringless VoiceGrams® as a Lead Generation medium?

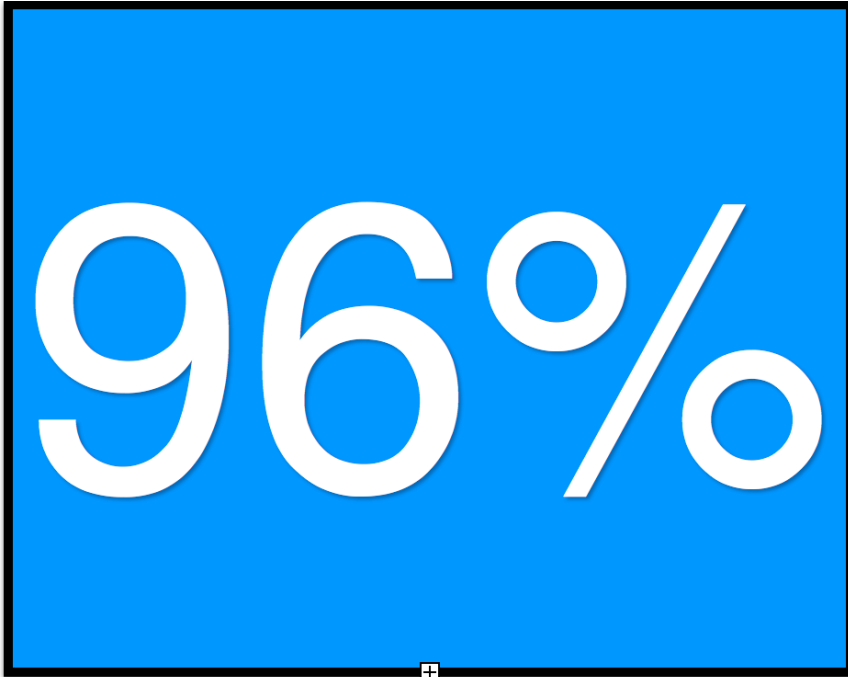


- ◆ People always listen to their voice mail before deleting.
- ◆ You will have a guaranteed listener to your message.
- ◆ Voice mail is not consuming fax paper and not intrusive.
- ◆ Your own voice adds a personal persuasive human touch
- ◆ A personal call has more impact than email or direct mail
- ◆ Your clients will never know, you used an automated VoiceGrams®
- ◆ Multiply & scale your phone calling efforts.
- ◆ Ringless VoiceGrams® is much faster since there is no recruiting or training sales reps to leave messages
- ◆ Your costs are much less than your traditional call center.
- ◆ No waiting for artwork, copywriters, printers, or mail delivery
- ◆ No worries about inconsistent quality of call center staff, every message is identical.
- ◆ Email lists are very inaccurate . Cell phone numbers are more reliable and don't change as often,
- ◆ Consequently, your campaign will be more successful with a phone list, instead of an email list.
- ◆ Overcome problem that 80% of outbound calls go to voice mail.
- ◆ Turn this negative into a positive. with Ringless VoiceGrams®



STOP COLD-CALLING!

What is the success rate with Ringless VoiceGrams® ?



96%

Voicemail Listen Rate

Your success rate will depend entirely on your list, the message , tonality, the hook ,your offer of why people should call you back and your call to action.

Ringless VoiceGrams® will expedite and multiply your existing success rate and give you the advantage over your competition with speed and immediate results.

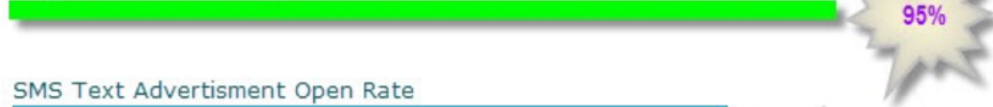
It works much better than Email lists which are very transient , and get ambushed by spam filers with open rates of only 10-20% .

Phone numbers are more reliable and don't change as often, There is no charge for attempts --- only for what was delivered . Your campaign will be more successful with a phone list instead of an email list. Try it and you will be hooked. High open rates, High response, quick & easy to implement, with immediate response and fantastic ROI. What else do you need for a successful campaign ?

96%

Voicemail Listen Rate

Ringless Voicemail Open Rate



SMS Text Advertisement Open Rate



Live Agent Call Listen Rate



Voice Broadcasting Listen Rate



Email Ad Open Rate



Are Ringless VoiceGrams® legal?

It is illegal for a Robo dialer to ring the phone and solicit your product to a new customer. Ringless VoiceGrams® is the only legal method for voice messages to solicit new clients . It is fully compliant with FCC, TCPA and CRTC. ' No phone call is ever made

COMPLIANCE

- ✓ FCC
- ✓ FTC
- ✓ CRTC
- ✓ DNC

What is Ringless VoiceGrams® used for ?

- ◆ Voicemail Marketing to eliminate cold calls
- ◆ Special customer promotions to bring in additional business
- ◆ Multi Channel Campaigns to increase response and conversions
- ◆ Appointment setting
- ◆ Lead Generation to get new sales
- ◆ Expedite Customer Acquisition by thousands of messages per hour
- ◆ Boost responses to email or direct mail:
- ◆ Pre-mailer and post-mailer follow up to a direct mail campaign
- ◆ New product announcements
- ◆ Win Back or re-activation campaigns to former customers
- ◆ Cold calling potential customers
- ◆ Customer retention and appreciation calls
- ◆ Event Marketing
- ◆ Satisfaction Follow-Up to make sure they are satisfied
- ◆ Invitations to Increase attendance of live events and web seminars
- ◆ Increase exhibitor attendance at Trade shows
- ◆ Thank past attendees for their support & invite to current event
- ◆ Mass deliver a specific voice such as a CEO, President or celebrity
- ◆ Massively distribute timely or critical information on short notice.
- ◆ Promote traffic to your web site
- ◆ Donor retention fundraising
- ◆ Member Communications
- ◆ Schedule repairs and get additional customer revenue.
- ◆ Recall Notices:
- ◆ Dealer promotions
- ◆ Direct them to automated Surveys and questionnaires for engagement and to help understand your market



**Your Custom message
Silently delivered to
thousands of cell phone
Voicemails in minutes**

Who can use Ringless VoiceGrams® ?

- ◆ Any company who wants to maximize orders and minimize downtime with a blend of inbound and outbound calls.
- ◆ Any company using an existing outbound call center can create inbound calls and reduce their costs by using Ringless VoiceGrams®.
- ◆ Any company affected by the Fax broadcasting or Robo call Laws regulations can use Ringless VoiceGrams®
- ◆ Companies that deliver a sales message or event reminder
- ◆ Whenever you need a message to be consistent, precisely worded, and mass delivered within minutes



Don't waste your time manually dialing potential customers. Almost 80% of your sales calls or customer retention calls never reach a live person — they end up in voice mail. Most sales reps can only make 8-10 calls per hour or 50 to 70 sales calls per day

Ringless VoiceGrams® can reach your entire list within minutes instead of weeks or months. You can pace the inbound flow to minimize calls on hold & abandons .This liberates you from repetitive out-bound calling, endlessly repeating the message manually with diminishing energy into a customer's voice mail box.

Do Less Work
Make More
MONEY



Use Ringless VoiceGrams® to automate your sales ?

Maximize your time wisely and drive higher converting in-bound customer inquiries, to your eagerly awaiting sales staff.

Now you can focus on what you do best and eliminate mundane activities such as;

- ◆ Dialing phone numbers
- ◆ Ringing the phone
- ◆ Waiting for an answer
- ◆ Negotiating with reception
- ◆ Being put on hold
- ◆ Waiting for the right party to attend the phone
- ◆ Manually repeating another message with disappointment and lack of energy into voice mail
- ◆ Spend less time on repetitious tasks, and accelerate your outbound campaigns with unprecedented speed.

All these activities cost valuable time and delay your selling cycle.

Pay your sales staff to negotiate and close the sale on an inbound call.

Now you can automate thousands of cold calls per day.

without needlessly burning up your sales force and creating churn

How does Ringless VoiceGrams® work?

Ringless VoiceGrams® are as easy as leaving a voicemail message by phone. You get a secure voicemail box to record your message. You can create and record your own script, or refer to an archive of scripts to choose from. We will help you with the script for free .


You can also use a professional Voice talent for \$49 per message.

The script can be recorded as many times as necessary to ensure satisfaction. You can do an A/B split test to see which script or voice is more effective. You should also test male versus female voice.

What can Ringless VoiceGrams® do that Voice Broadcasting or Robo Calls cannot do?

Ringless VoiceGrams® does what Voice Broadcasting cannot do;

- Every call is logged and labeled with the exact event result
- Overcome FCC regulations pertaining to auto-dialers.
- Your message is delivered precisely, and consistently into any type of voice mail box
- Your voice message is never played live.
- Your reputation is never damaged with delivery of incomplete messages, or accidental live playback.
- Your message is delivered only to the contact name you specify, and to no one else.
Auto dialers cannot make that selection.
- Your message is re-directed to the new contact, in case the old contact name has changed.



"SILENT BUT DEADLY"

What industries use Ringless VoiceGrams®

- 1) Memberships
- 2) Any call center to maximize orders from their campaigns
- 3) Any type of direct marketing with the right list & message will work
- 4) Insurance
- 5) Mortgage service
- 6) Debt consolidation
- 7) Magazine, Newspaper subscriptions & renewals
- 8) Travel, Timeshare Vacations,
- 9) Student Loans
- 10) Home Alarm systems
- 11) Cable TV, High speed internet, Long distance
- 12) Water purification
- 13) Doctors, Dentists, Chiropractors
- 14) Accountants, Lawyers
- 15) Financial Planners, Tax services
- 16) Private label credit cards
- 17) Credit card sign up
- 18) Retail sales announcements
- 19) Real Estate
- 20) Catalogs
- 21) Non Profit (Medical, Children, Veterans)
- 22) Universities, Alumni
- 23) Utilities & Energy
- 24) Banks , Credit Unions, Lenders
- 25) Adult education

What industries use Ringless VoiceGrams® Contd. ?

- 26) lawn care ,duct cleaning
- 27) Carpet cleaning, maid services
- 28) Home Improvement
- 29) Mlm Recruitment
- 30) Success Life coaches
- 31) Physical Trainers , Health clubs
- 32) Martial Arts schools
- 33) Yoga , Meditation , Healing
- 34) Associations, trade shows
- 35) Auto sales, rental, maintenance ,Body shops
- 36) Firewood delivery service
- 37) Marketing firms to promote their services or their clients
- 38) Fund raising, Political campaigns
- 39) Radio Stations: ratings, contests, lotteries
- 40) Baby sitting, Care Giver
- 41) Auctions ; Art, Auto, Rugs Estate sales
- 42) Restaurants
- 43) Dating Services
- 44) Special Events
- 45) Skin Clinics



What will this Ringless VoiceGrams® service cost?

Cost start at \$.10 per delivered message .

There is no charge for attempts

Ringless VoiceGrams® costs much less than your employee's base pay.

le 1,000 outbound calls at \$20 per hour

100 hours @ \$20hour = \$2,000

1,000 Ringless VoiceGrams® can be done in minutes

at \$10 per delivered message = \$100

cheap = 
...but good!

Can you get me a prospect list of cell phones only ?

Yes, . Costs are \$.02- \$.03 cents each & can be selected by demographics: sex, age, homeowner, credit cardholder, keywords, special interests, geographic

What format must my data be in?

Your data can be in any format.

What are your call center hours of operation?

We can leave messages anytime within 9 am — 9pm in all four time zones .You can stipulate when the broadcast will start and how many messages per hour/per day so you can pace the inbound calls to minimize on holds and abandons

How should my message be structured?

With Ringless VoiceGrams® your message should have the following structure;

" Hello, its John Smith from [name of your Company) . I am calling to let you know you about our great new service that will solve your problem of ABC (pain) and give you the advantage of XYZ (B/4 & after transformation) . If you'd like less of ABC and more of XYZ Then, Please call me at xxx-xxxx when you have a moment to discuss your needs. Thank you.

Who will write my script?

We will help you develop some test scripts from proven message scripts for a variety of industries. However, we should also take your two best sales reps and have them record a message for someone they want to call them back. Test messages should capture attention, set the hook, make an offer with a good call to action with a friendly tonality & personality projection.

What is the maximum length of the message?

It can be any length ,but we recommend 45-60 seconds . We can have the call go directly to your sales floor but we suggest directing them to our IVR welcome message.

What happens when they call the IVR welcome message ?

This screens out removal requests, caller id curiosity seekers, non qualified leads so you have a better educated, more qualified lead eager to hear more. This will improve the morale of your sales force and increase your conversions.

We suggest directing the call to our IVR center where we can further explain your services, qualify the lead, & then give an option to :

- a) Press one to get transferred to your sales floor,
- b) leave a message requesting a call back
- c) Or visit your website.
- d) you will be sent an instant email after every call with the name, caller id & voice recording of anyone who left a message

To maximize sales - Once they visit your website-

- d) we can set you up with an instant chat
- e) And click to call to send them back to your call center

These extremely qualified & educated web visitors who transfer to the call center convert ten time better than website visitors who don't talk to the call center. Inbound calls from a website should convert at 50% or better.

Instant Feedback: You will receive an E-mail of all inbound calls along with their caller ID - whether they left a message or not, and a copy of their voice message when applicable

This way you can prioritize the live inbound transfers and make outbound calls to those who left messages or those who listened to the full message but did not leave messages during down time. You will be emailed these messages as they occur as well as a daily summary.

How will you help us manage our Ringless VoiceGrams® campaign?

We are a direct marketing agency specializing in driving Inbound calls to your sales reps. We can make your phones ring off the hook & help you maximize your conversions.

We can get you started quickly by first driving calls to your sales reps or a welcome IVR & then transfer to your sales reps. Then we can start tweaking the remaining elements below to maximize the success of your inbound campaign

Successful inbound campaigns are a continuous effort to beat control:

- ❖ Test lists,
- ❖ Test offers,
- ❖ Capture attention & Set the hook
- ❖ Charismatic magnetic tonality,
- ❖ Friendly likable personality projection
- ❖ High responding & converting Ringless message
- ❖ High responding & converting IVR Welcome message
- ❖ Promotion on hold script to pre-frame & minimize resistance
- ❖ Monitor recordings of sales calls & modify script & rebuttals when sales rep gets customer pushback
- ❖ Use group critique of sales recordings for daily sales training
- ❖ Capture Emails with a landing page before they access website
- ❖ Retarget web abandons with rotating banner ads & Click 2 Calls
- ❖ Create Exit pop up ads with special offer for web abandons
- ❖ Create an autoresponder follow up e mail series for abandons
- ❖ Each follow up email should include a click 2 call button to drive inbound calls

What does the message sound like after its delivered?

Message quality is identical to your initial recording.

How many retries do you make per call in case it was busy or full.

As many retries as you want.

What is the geographical coverage for Ringless VoiceGrams® ?

Ringless VoiceGrams® coverage is across North America.

How many messages can you deliver?

We can deliver thousands of messages per day.

How do you deliver a recorded message?

We access the local phone company computer system and deliver a recorded voice message directly into a resident's voice mail box.

What is the message delivery success rate?

The success rate depends on your contact list, and f retries.

Where do I get a contact list of phone numbers to call?

You can use your own client list, or we can help you find a marketing list

Do I get any output after the job is finished?

Yes, you get a log report, and an exception report per job.
The reports show accurate details for every single call.

How do I get started?

First, book your campaign

Pre-pay for the service

Then, record your message

Lastly, send us your phone contact list or ask us to provide alit of targeted cell phone users by age, sex, income, CC homeowners etc



How fast can my campaign start?

We need a 48 hour notice. for the first campaign.

Afterwards , you can start within minutes of uploading your list.



What you get

Get daily reports.

Free script advice.

Fast service, with low cost.

Start your campaign in minutes.

Get free advice on success methods.

Our Direct Marketing consultants provide you with complementary Campaign Guidance and market advice

Submit it, and forget it. We manage the entire process.

* **Note** : If you are a non profit or or B2B you can be in full compliance and we can leave messages on landlines as well.



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VoiceGrams®**

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VOICE MESSAGES

CONTACT ME NOW!

