

# 66% of businesses consider Inbound calls the most valuable type of lead

**Inbound calls are the best type of leads bar none.**

Sales are only 20% facts and 80% emotions.

Facts tell and stories sell. People need to feel related, know like and trust you before they are comfortable enough to buy.

Studies have shown that the impact of a speaker or salesman is based:

**55%** on body language, appearance, posture, charisma

**35%** Tonality, enthusiasm and confidence

**10%** on the actual words used

There is no substitute for one human being connecting with another and establishing rapport, likability, and trust with their tonality and personality projection.



Inbound calls can literally 10x your sales.

Here's how! Your salesmen don't waste their time chasing customers.

What % of your salesmen's time is spent actually talking to qualified prospects ? Probably very little. Most of their time is usually spent trying to find a qualified decision maker who is willing to talk to them .

How many more sales would you write if you increase the amount of talk time 300-400% . And how many more incremental sales would you write if the customers were two-three times easier to convert when they call you ?

It's easy. All the sales reps have to do is pick up your ringing phones and talk to already interested customers eager for more information.

Can you imagine a never ending steady stream of qualified new customers calling you every day eager for more information? Better yet it works for you 24 hours a day on auto pilot.



How would you like to have your phones ring off the hook and get double or triple the orders you get from direct mail, websites or outbound telemarketing at 1/5 Th. the cost ?

Marketing Incentives is a Direct Marketing agency who specializes in driving inbound calls to your sales reps or you can outsource it to our high converting call centers. We manage the campaign from start to finish including :

- Ongoing A/B Split tests to optimize the advertising message
- Testing voice talent, recordings
- Scripts for Promotion on hold, caller ID, after hour messages, inbound calls
- Outbound calls to abandon inquiries who never talked to anyone
- Local caller IDs to double response
- Click 2 call buttons to stimulate inbound calls for your emails , text messages, websites & mobile marketing.
- Toll free recordings to qualify and Pre-frame your inquires for higher conversions.
- Expert sales monitoring, training and coaching of recorded sales
- Sales follow up campaigns to get repeat sales & cross sell new products to buyers
- Sales follow up campaigns to non buyers

More about the logistics later but let's first compare our acquisition strategy to other ways to acquire new customers.



Most business owners will spend a lot of money on magnificent offices, well trained employees, systems, high tech procedures, expensive websites, endlessly sharpen their trade skills thinking that:  
“ If you build it — they will come. “

That's one of the biggest myths in business that if you work hard and get so good at what you do — “the word will get out” and customers will beat a path to your door step.  
Waiting for customers to come to you is financial suicide.  
That's why 99% of the businesses are not around 15 years later.

Eighty percent of businesses will fail in their first year.  
Another 80% of those left will fail in the first 10 years.  
Yet another 80% of businesses left will fail in the first 15 years,  
Leaving only 1% of all business still around after 15 years.  
Number one reason for this is — not enough new customers.

Fortune 500 companies do a little better- but 87% of Fortune 500 companies are not around 15 years later. Consider the fate of : American Motors, Woolworth, Montgomery Wards, Polaroid, TWA, Eastern Airlines, Pan Am, Arthur Anderson, Pullman company, Lionel Trains, Standard Oil, E. F. Hutton, Bear Stearns, Beatrice Foods, Paine Weber, Compaq, General Foods, MCI Worldcom, Enron.

What good does it do to be the sharpest tool in the shed —if nobody comes to your door? It's like having a beautiful billboard in the desert that nobody sees. The number one rule of survival in business is that

**“ Nothing happens until somebody sells something! ”**

Everything in business is an expense that does not generate income with the exception of sales & marketing.

Universities don't teach you how to grow your business. Professionals are graduating with \$400,000 of student debt and advanced degrees on the blind faith assumption that the smarter they get and the more degrees they have — the better off they will be. They have no training on how to market themselves and get high paying jobs or customers.

Consequently, PHD's are driving cabs or waiting on tables. Knowledge without opportunity is squandered potential.

If you don't know how to get customers then you don't have stability and financial security in your business. It's that simple.

Normal attrition means losing 20% of your customers every year. Consequently, without new customers you would lose all your customers in 5 years. No wonder 80% of businesses don't make it through the first 5 years.

If you only bring in 20% new customers — you're just staying even. You need to bring in 40% just to net a 20% growth rate. But what media do you use for advertising and what is your message and offer?

Most companies suffer John Wanamaker's lament about wasted advertising.

The only type of advertising that makes sense is Direct Marketing where you can track the ROI OF every dollar spent. All your marketing should contain a measurable call to action so you can drop what doesn't work, tweak the marginals and scale the winners.



*“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”*

*- John Wanamaker,*

*father of modern advertising and a "pioneer in marketing."*

It's surprising how many big companies try to play it on the cheap and rely on the salesman to dig up their own leads and constantly pressure them into hitting a continually increasing quota. What good does it do to have great well trained salesmen wasting 80% of their time chasing non qualified people that don't want to talk to them or spinning their wheels battling with gatekeepers to find out who the decision maker is? This causes frustration, dis-appointment, lack of success, turnover and perpetual recruitment and training of new recruits.

You don't want your success to depend on finding superstar high pressure salesman to squeeze out orders against heavy sales resistance only to generate buyers remorse, cancels and chargebacks.

Finding, pre-qualifying, educating, pre-framing leads so they want to hear more and call you is the job of marketing — not sales.

Marketing should do the heavy lifting, find look-a-like customers, establish credibility, handle customer objections in the form of an FAQ before the sales reps ever talk to them.

Most business owners rely on referrals just falling into their lap and put off marketing until it's too late. By that time, the cashflow roller coaster wont allow you to invest into marketing promotions to bring the business back to life.

How can you shift from being a reluctant reactive marketer to a proactive marketer? Good marketing is not “ a one and done business”.

Profits come from an automated sequence of cross-selling new and repeat sales.

Business owners readily arrange financing for inventory, equipment and technology but are reluctant to finance the scaling of marketing which is so much more critical to the success of your business.



**Stop the Cashflow Roller Coaster**

## The **Old Gray Mare** ain't what she used to be.

So what type of marketing is still cost effective? Customer acquisition gets more expensive as attention spans get shorter, skepticism increases and response rates drop. Information overload shouts at you from every direction. E-mail rates are plummeting as Spam Filters puts your message in the junk mail box and people spend an hour a day just deleting and unsubscribing.

Radio, TV, Billboards are expensive shotgun approaches and not targeted. This means you can only hope that the right qualified prospect is watching your message at the exact time you are placing your ad.



Direct mail is very expensive at roughly \$.50 each and approximately 20% of the addressees never get delivered or forwarded. Half of the 80% that do get delivered wind up in the garbage & never get opened. Which means only 40% survived the second pass and are scanned over the garbage can while deciding in 8 seconds whether to read further or pitch your ad.

Postcards are the cheapest direct mail to drive inbound calls but they have the same delivery problem with inaccurate addresses. More people see the message since there is no envelope to open but it doesn't leave much room to tell your story.

Telemarketing has been impacted tremendously by regulatory interventions. Many complained to the regulators who finally outlawed fax broadcasting, Voice broadcasting, Bulk E-mails, Text messaging and Robo calls. (except for political calls, non profits and B2B).



The Do Not Call List is over 200 million.

It is now illegal to make outbound calls to cell phones, which takes another 330 million cell phone numbers out of circulation.

Caller ID's created another problem for outbound telemarketing. When people saw toll free or out of state calls — only 20% were picking up their phones. Consequently, 80% of phone calls you make never reach a live customer. Local caller ID's can double the amount of people you talk to.

The rest of the calls go to voice mail & sales reps soon weary of repeating the same message over & over again with fading energy and enthusiasm. Response to manual voice messages is very low since they are already pre-judged as a sales pitch when their phone rings and few ever hear your message.

It gets Harder to capture customer's attention as Advertising blindness reaction is "Already saw that",

" Been there — done that."

Average attention span of humans is now at 8 seconds versus a 9 second attention span of a goldfish .

E-mail open rates are at all-time low of 10%. Your message has to stand out from the crowd in a sea of clutter.

So what's left? The shrinking universe that remains gets hammered by everybody as people hide suspiciously behind their caller ID. Everyone is afraid of the Robocall Laws and they mistakenly think all recorded messages are outlawed.

This is lucky for you, because otherwise there would be many more fish in this lucrative pond.



The internet is a cheap method of acquisition that drives people to a website, where they get better educated. However, conversions are one-tenth the conversions from an inbound call. Get them to make an inbound call from a website & you have the best of the best — an educated, interested high converting lead.

We can help drive inbound calls from your website and E mails with seldom used but very powerful methods like Click2 Call and instant Chat. Your emails and web abandon follow ups become much more effective when you drive inbound calls with Click2Call.



Get your message

**H E A R D**

Great Response Rate

Cost Effective

Immediate Results

Personal Touch

Non- Intrusive

**Ringless VoiceGrams**



**Vocal telegraphs**



The good news is that we offer a sensational new media called a Ringless VoiceGram® that opens up the virgin 330 million universe of cell phones, drives inbound calls to your call center and is 100% compliant.

Ringless VoiceGrams® can pull ten times better than press One Robocalls ever did which traditionally pull only 1- 3% response . Not bad but the downside was that 40% of the calls are irates because of the constant badgering and unwanted interruption.

A Ringless VoiceGram® has been ruled 100% compliant since no phone call is ever made —so there is no way it falls under the jurisdiction of telemarketing laws.



A Ringless VoiceGram® — generates very high response rates. Your message is sent to customers non intrusively without their phone ever ringing. Your message gets delivered 96% of the time without disturbing your customer and doesn't increase their phone bill.

A Ringless VoiceGram® is a new untapped media that can give you response of as high as 10-20% which is 10x what you would ordinarily get with Direct mail, E-mail or outbound telemarketing. It is relatively unknown — so it's and still fresh and unsaturated.

We can get thousands of messages out for you per day. You'll see immediate results within minutes after recording and sending your voice message. This gives you instant feedback that lets you turn on a dime if you need to course correct. Nothing compares to it for the speed in bringing in new business.

# IMMEDIATE RESPONSE



Compare this to : **Direct Mail**, where you have to wait 60-90 days for copy, artwork, print, and mail delivery.

Or **Search Engine Marketing** which can take 6 months to start generating traffic.

Or **Outbound Telemarketing** where the average rep makes only 8-10 calls per hour.

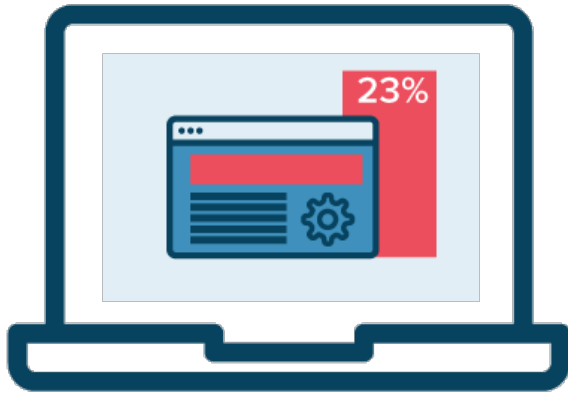
## **Multi touch increase response and conversions**

The average person needs to be contacted seven times before they can say yes . Each multi-touch point moves them further along the buying cycle.

A Ringless VoiceGram® is also a great addition to Multi-Media campaigns where you can combine it with Direct mail, E-mails, Text Messages, Outbound Telemarketing. You get the maximum multi-touch penetration which increases your credibility and can double your orders.

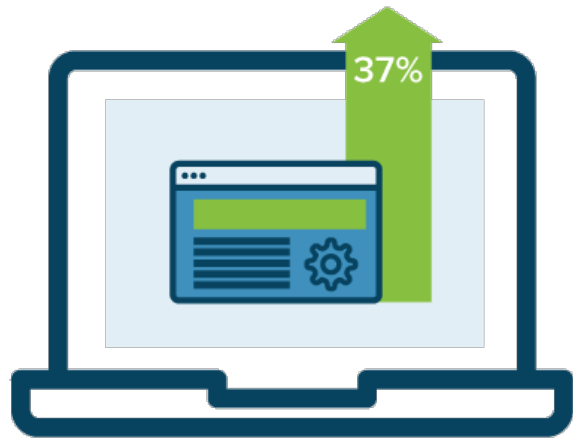


# A



CONTROL

# B



VARIATION

## Optimizing your Campaign

You will need to allow the first 30 days for proper A/B split testing to see which voice and message works best. This will double your chances of succeeding.

You can't properly test by sticking your toe in the water once and quickly giving up if the first effort does not work. With most advertising tests — you will be wrong more than you're right. You need an ongoing series of A/B split tests to optimize the results. That way you don't bet the ranch when you test and you only scale proven winners which pays for the testing and full acquisition costs.

That's why we ask for a 30 day minimum test of — a Ringless VoiceGram. promotion of your business to properly:

- Test different voices and messages
- Measure, Tweak and Optimize
- Train, monitor calls & re-train reps
- Construct & test proper IVR welcome message
- Modify messages , sales scripts, rebuttals
- Script promotion on hold to pre-frame and prompt customer questions
- Integrate system and procedures
- Maximize the responses and conversions

Once you successfully test this sensational new media that drives inbound calls — you can scale it to over 330 million cell phones.

If you are a B2B or non Profits - you can also do landlines.



## **Ringless VoiceGram® has huge advantages over any media :**

- One fifth the cost of direct mail with higher response rates
- Virtually everyone checks their cell phone messages
- People carry their cell phones with them so you get quicker call backs
- Less after hour calls so your sales reps are there when calls come in
- Use as a Pre-mailer and Post mailer to pre-frame them with multi touch approach for increased credibility and receptivity.
- E-mails only average a 10%-average open rate and 50% click thru rate and are often not available or accurate
- VoiceGrams® gives you 10 x the response of e mails with 96% deliverability
- Use it as a multi touch point to double the customers you get from your current campaigns
- Consistent quality: non truncated messages with 96% delivery
- Dramatically increase productivity by reaching more customers faster
- Automated flow-Keeps agents talking and reduces chances of abandons
- No charge for attempted drops.
- Increase attendance at trade shows, webinars and events by 40%
- Target specific vertical markets and decision makers
- Conduct in-depth, multi-level branching Surveys/Polling
- You don't have the poor morale, high turnover and constant recruiting and retraining of reps from outbound telemarketing who get beat up by irates and discouragement



## ROI of VoiceGrams® versus Direct Mail:

### ROI of Direct Mail:

Direct mail costs \$500 per m or \$.50 each  
and yields an average of .5% — 1% response

<b>.5% response</b>	= 5/\$500 = \$100	CPR	(cost per response)
x 10% conversion	= \$1,000	CPO	(cost per order)
x 20% conversion	= \$500	CPO	(cost per order)
x 30% conversion	= \$300	CPO	(cost per order)
<b>1% response</b>	= 10./\$500 = \$50	CPR	(cost per response)
x 10% conversion	= \$500	CPO	(cost per order)
x 20% conversion	= \$250	CPO	(cost per order)
x 30% conversion	= \$150	CPO	(cost per order)

### ROI of a Ringless VoiceGram®

a Ringless VoiceGram® = \$100 per m or .10 each  
96% open rate with 5-10% response

<b>.5% response</b>	= 50 responders/ \$100 = \$2	CPR	(cost per response)
x 10% conversion	= \$20	CPO	(cost per order)
x 20% conversion	= \$10	CPO	(cost per order)
x 30% conversion	= \$6.66	CPO	(cost per order)
<b>1% response</b>	= 100 responders /\$100 = \$1	CPR	(cost per response)
x 10% conversion	= \$10	CPO	(cost per order)
x 20% conversion	= \$5	CPO	(cost per order)
x 30% conversion	= \$3.33	CPO	(cost per order)



**RINGLESS VOICEGRAMS**

**Hot Inbound leads**

**Our Direct Marketing Agency specializes in driving inbound calls**

## **The Power Behind a successful Lead Generation Machine**

- Harness the power of Direct mail and telemarketing at much less cost than a traditional Call Center campaign
- Combine Ringless VoiceGram® with outbound calls
- Makes prospects more receptive when they get your outbound call
- Multi contacts increases credibility, trust and conversions.
- Local caller ID will double response of inbound call
- Higher response at less costs means you can scale your winning campaigns to increase your universe
- Generate new customers who did not respond to prior efforts
- Skill based routing to give your best reps the most calls
- Use as a Multi touch to double response and increase conversions
- Get repeat purchases, cross sell additional products
- Follow up with non buyers

**Call Now to set up a conference  
and schedule your free test**

**312-440-3700**



**Ringless  
VoiceGrams®**

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**Luck? I don't know anything about luck. I've never banked on it and I'm afraid of people who do. Luck to me is something else: Hard work - and realizing what is opportunity and what isn't.**



*QuoteHD.com*

**Lucille Ball**  
American comedienne  
(1911-1989)

**This is the  
breakthrough opportunity  
you have been looking for!**



