

The
Old Gray
Mare

Ain't What She

Used To Be

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Customer acquisition keeps getting more expensive as attention spans get shorter 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.

Hard to capture customer's attention as Advertising blindness reaction is

“Already saw that”, “Same old —Same old.”

“Been there — done that.”

E-mail open rates are at all-time low of 10%

You have to stand out from the crowd in a sea of clutter.

Telemarketing has been impacted tremendously by regulatory interventions.

Regulatory Agencies have outlawed lucrative medias like fax broadcasting, Voice broadcasting, Bulk E-mails, Text messaging and Robo calls.





Everyone is afraid of the Robocall Laws and they think all recorded messages are covered by those laws.

Lucky for us, because otherwise there would be many more fish in this lucrative pond.

However, it isn't even a phone call. It has been ruled 100% compliant. It can pull ten times better than press One Robocalls ever did which traditionally pull only 1- 3% response with 40% of the calls being irates because of the constant badgering and unwanted interruption.

The Do Not Call List is over 200 million.

It is now illegal to make outbound calls to cell phones, which takes another 263 million phone numbers out of circulation.

So what's left? The shrinking universe that remains gets hammered by everybody as people hide suspiciously behind their caller ID.



Another problem with press one Voice broadcasting was Caller Id's. When people saw toll free or out of states calls — only 20% were picking up their calls. Consequently, 80% of phone calls never get picked up to hear your message.

The rest of the calls were going to voice mail and the messages were not being listened to since they were already pre-judged as a sales pitch.

Many complained to the regulators who finally outlawed Robocalls except for political calls, non profits and B2B.



RELATIONSHIP

Radio

and TV are expensive shotgun approaches and not targeted. Postcards are the cheapest direct mail but don't leave much room to tell your story and conversions are much lower than a full direct mail package, where you have room to tell your story and educate the consumer.

However, response is lower with the full Direct Mail packages since the curiosity factor is gone.

So it's a trade off for the:

lower costs, higher response but lower conversions of Postcards or higher costs, lower response but higher conversions of Direct mail packages.

The internet is cheap and drives people to a website, where they get better educated but conversions are one tenth the conversions from an inbound call. Get them to call in from a website & you have an educated, interested high converting lead



What makes for a Persuasive Speech?



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

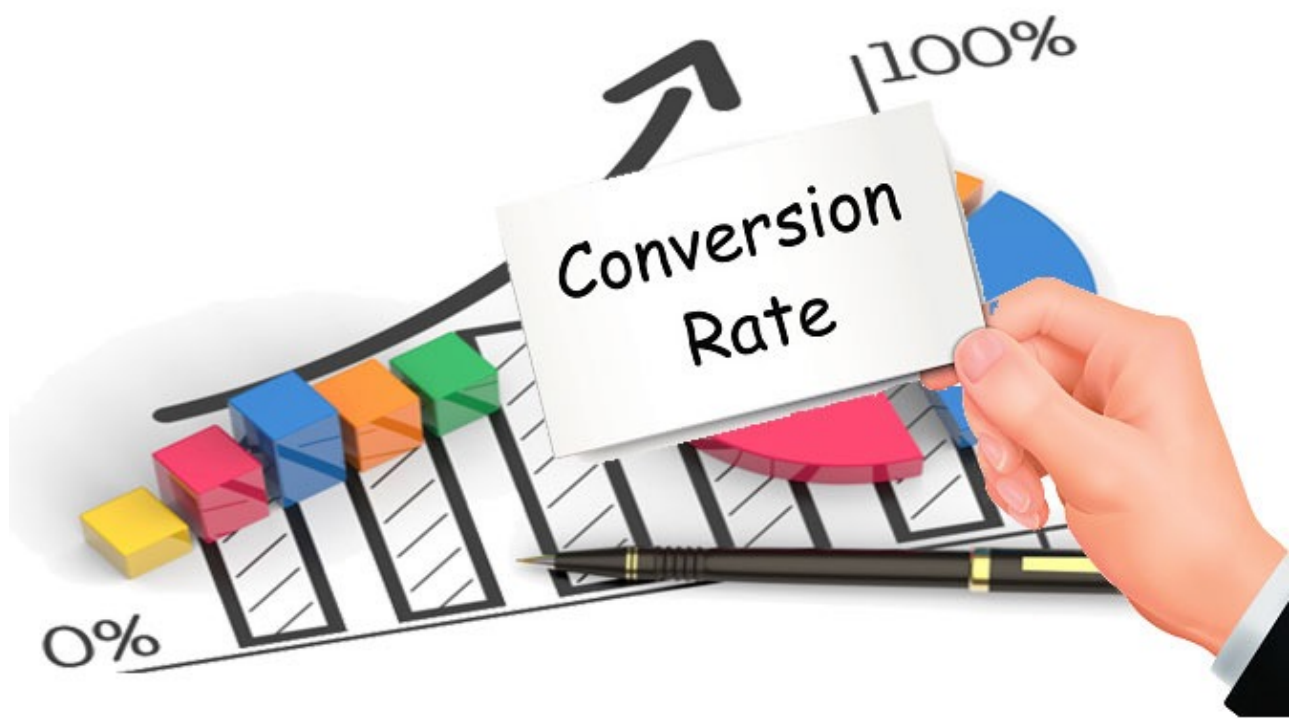
10% on the actual words used

Sales are only 20% facts and 80% emotions.

Facts tell— stories sell.

People need to feel related ,
before they are comfortable enough to buy

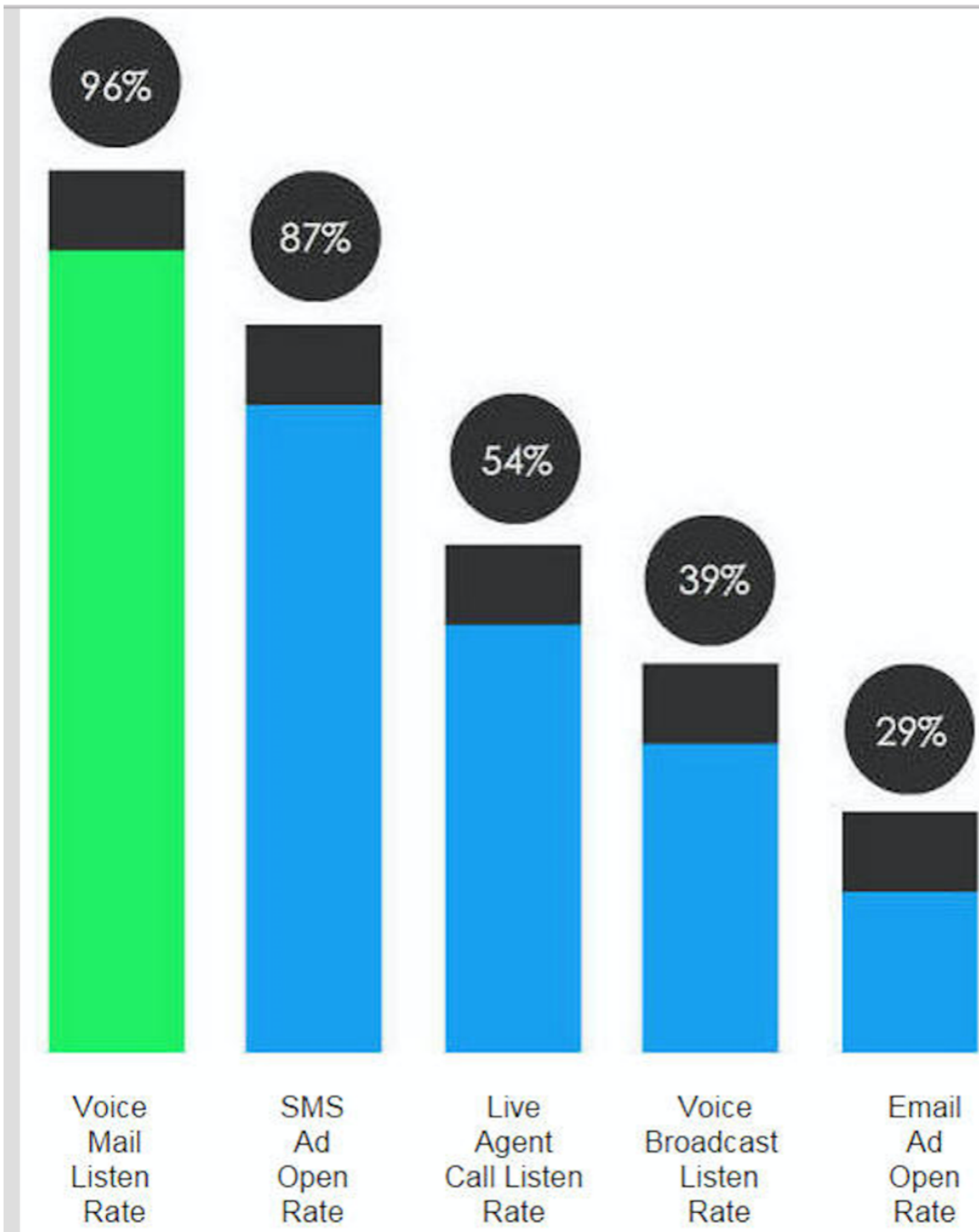
There is no substitute for one human being connecting with another and establishing rapport, likability, and trust with their tonality and personality projection.



Ringless VoiceGrams®

SENSATIONAL NEW DIRECT MARKETING MEDIA

The good news is that there is a sensational new media called Ringless VoiceGrams® that opens up the untapped 300 million universe of cell phones , drives inbound calls to your call center and is 100% compliant.



Inbound Marketing



Outbound Marketing



So the real

question is:

How would you like to have your phones ring off the hook with inbound calls and get double or triple the orders you get from direct mail or outbound telemarketing at 1/5 th the cost ?



How would you like to have an endless stream of highly desirable quality leads chasing you ?

Send Ringless VoiceGrams® messages that generate very high response rates.

This exceptionally effective marketing allows you to send messages to customers without ringing their phone.

That means you can be assured of message delivery, without disturbing your client or customer.

Get your message

H E A R D

Great Response Rate

Cost Effective

Immediate Results

Personal Touch

Non- Intrusive

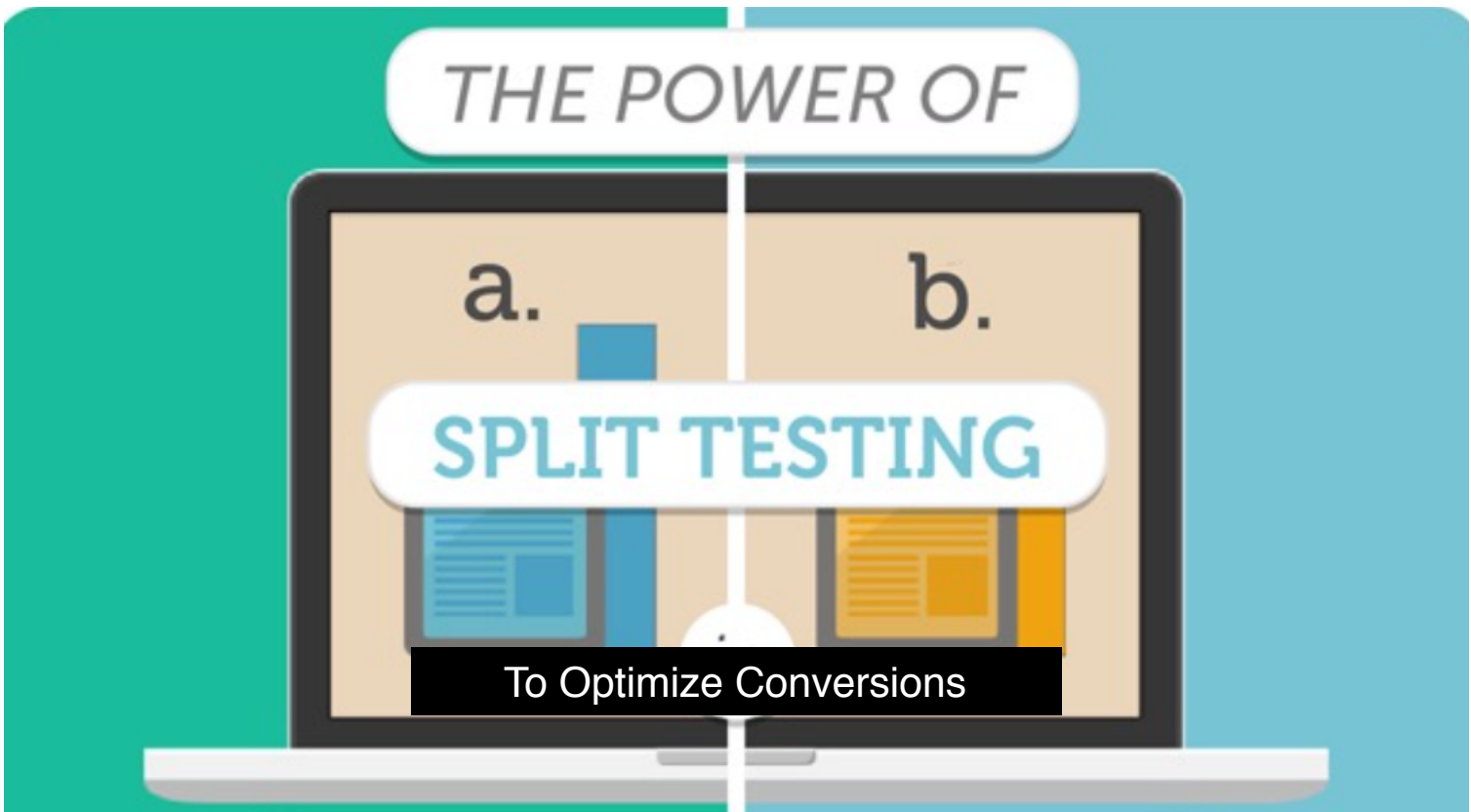
Ringless VoiceGrams



Vocal telegraphs



Ringless VoiceGrams® is a new untapped media that can give you increases of 200% — 300% of 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. Eventually after proper A/B Split testing — it will work for practically everyone who tries it.



You get the best of both worlds along with quick results and immediate feedback which lets you turn on a dime , You can get thousands of messages out per day and see immediate results within minutes after recording and sending your voice message.

Nothing compares to it for the speed in bringing in new business,

IMMEDIATE RESPONSE



Unlike direct mail, where you have to wait 60-90 days for copy, artwork, print, and mail delivery. Or Outbound telemarketing where the average rep makes only 8-10 calls per hour

This is also great for Multi-Media campaigns where you can send direct mail, E-mails ,text messages , and Ringless VoiceGrams® combined with outbound calls to give you the maximum multi-touch penetration"

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

Ringless VoiceGrams® gives you huge advantages over any other media :



SILENT BUT DEADLY



◆ 96% listen to their messages on their cellphones

◆ Your message goes to the

relatively untapped cellphone market

- ◆ One fifth the cost of direct mail with higher response rates
- ◆ You leave a ringless message so there is no interruption and no pre-judging that this is a sales pitch.
- ◆ People carry their cell phones with them so you get a much quicker call back
- ◆ Less after hour calls so you 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.
- ◆ Multiple contacts can double response and increase conversions
- ◆ E-mails only average a 10%-average open rate and 50% click thru rate but are often not available or accurate
- ◆ You can get 2-5 times the response of e mails (which often are not available)
- ◆ versus 96% deliverability of VoiceGrams® and virtually everyone checks their cell phone messages
- ◆ You don't have the poor morale, high turnover and constant recruiting and retraining of reps who deal with irates and discouragement from outbound telemarketing
- ◆ You can double the customers you get from your current campaigns

Your competitive advantage:

- ◆ Reach a record number of prospects per hour
- ◆ Boost marketing response rate by 100-200%
- ◆ Dramatically increase your productivity and reach your goals.
- ◆ Target specific vertical markets and decision makers
- ◆ Fuse the power of Direct mail and telemarketing at costs much less than a traditional Call Center campaign
- ◆ No surprise fees or charges, No long term contract.
- ◆ Automated flow- Keeps your agents talking and reduces chances of overflow
- ◆ Choose to pay-as-you-go, and stop when you want...
- ◆ Quality control — consistent messages with 96% delivery
- ◆ We will write your sales message script
- ◆ Increase productivity ten times your average by reaching more customers faster
- ◆ Increase cold calling speed and customer notification time
- ◆ Accelerate your sales cycle
- ◆ Have your leads call you wanting to hear more
- ◆ Increase attendance at trade shows, webinars and events
- ◆ Increase your event attendance levels by 40%
- ◆ No charge for attempted drops.
- ◆ Change your schedule for automatic starting and stopping
- ◆ Change the "Caller-ID" displayed on the outgoing call
- ◆ Change your "Transfer Calls to a different phone number
- ◆ Branching Surveys/Polling Option - Conduct in-depth, multi-level branching surveys



**Because you're not
paying for Minutes—
just VoiceGram messages :
You can leave a message
2-3 minutes or more**

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

.5% response = $5 / \$500 = \100 CPR

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)

1% response = $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 Ringless VoiceGrams®

Ringless VoiceGrams® = \$100 per m or .10 each

96% open rate with 5-10% response

5% = 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)

10% = 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

We specialize in driving inbound calls which double and triple the conversion rate of outbound calls.

1) This will dramatically increase the amount of incoming calls which are 200-300% easier to close than outbound.

2) You can also use Ringless VoiceGrams® with outbound calls to harvest inbound calls so and improve the receptivity so your prospects are not surprised when they get the outbound call (we have been trying to reach you etc)

3) VoiceGrams® can Pave the way for Outbound calls since multi contacts makes you more credible, establishes trust and people are more receptive which gives you higher conversions.

4) Use local caller ID to double response to inbound calls

5) Use this inexpensive media (less than \$.10 per delivered message) to boost response for win-back campaigns

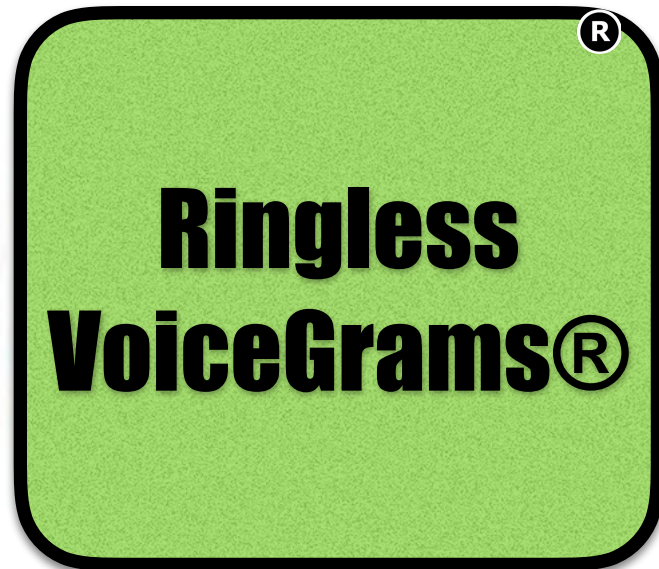
6) A Ringless VoiceGrams® as a Pre-mailer and Post mailer can double response at 1/ 5th the cost

7) You get the best of both worlds- less expensive and more responsive.

Higher response at less costs means you can scale your winning campaigns to increase your universe and generate new customers who did not respond to prior efforts



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