



### **Just getting started?**

Please email Leading The Way with the following information:

1. Estimated start date and quantity of your initial campaign.
2. Any script suggestions you would like our outbound call specialist to use or guidelines that you would like us to stay within.
3. Any direct mail piece, postcard, or brochures that you may be using currently.
4. Client or company bio.
5. Notify Leading The Way of any specials being offered, such as newsletters or emails (if so, please include if they are monthly or quarterly, and briefly what they contain).
6. Please supply Leading The Way with all contact information, including:
  - Phone numbers (cell, office, etc)
  - Email address
  - Alternate contacts and numbers for immediate contact leads, including names, emails, and phone numbers.
  - Website address
  - Office Address
  - If you have opted for Leading The Way to leave messages, what number would you prefer for us to leave on voice mails and for messages left with the secretary?
  - What contact name would you like us to use when making calls? What company name would you like to be left for voicemails and employees ?
7. Please inform Leading The Way of any special requests for specific call days or times; IE: no calls on Monday mornings, or Friday afternoons, etc.
8. If you choose to have Leading The Way build your call lists, we will need the following:
  - - Requested sales volume (IE: >500, 1 mil to 2.5 mil)
  - - Geographic area: zip code or codes, or radius around a specific zip code; city, county, state, or specific area code
  - - Industries – SIC codes
  - - Company size IE: number of employees