



LEADING THE WAY CAMPAIGN OPTIONS

Please contact Leading The Way for more in-depth explanations.

Please note that Campaign D is offered to all service based industries

A. TRADITIONAL SELL SIDE CAMPAIGN

*All campaigns allow you to add options to the basic telemarketing call.

1. This campaign involves the basic marketing call to generate interest from the decision maker applicable to selling/or the selling process.

*Additional services to the basic telemarketing plan include, but are not limited to:

1. *List compilation.* For a nominal charge, we will build your call list per your parameters.

2. *Email address obtainment.* This service allows the call to continue to be productive and is very valuable for follow-up with your prospective clients. When the principal can not be reached, we continue the call with the gatekeeper and request the principal's personal email address.

Sell side campaigns come in a 5 hour call block which generates 100 calls per block. Calls under or over 100 are prorated.

B. BUY SIDE CAMPAIGN

1. This campaign involves representation of your specific buyer or Private Equity Group and our call is geared towards an acquisition search for your client.

Buy side campaigns come in a 5 hour call block which generates 75 calls per block. Calls under or over 75 are prorated.

C. ACQUISITION SIDE CAMPAIGN

1. This campaign involves representation of your company listings. The marketing call is to establish interest of your listings with potential buyers.

Acquisition side campaigns come in a 5 hour call block which generates 75 calls per block. Calls under or over 75 are prorated.

D. APPOINTMENT SIDE CAMPAIGN

1. This campaign involves our marketing team setting appointments for your service based business.

Appointment side campaigns come in a 5 hour call block which generates 75 calls per block.

E. EMAIL OBTAINMENT

This program is designed to eliminate or compliment your direct mail piece.

1. Leading The Way makes calls on a 100 name Call List for the express purpose of obtaining email addresses.

F. DATA BASE CLEAN UP

This program is designed to bring your data base up-to-date.

Give us a call, or email, for a more detailed explanation of our campaign options/prices, or to create a plan specifically to meet your company needs!

Renee Ballard
Marketing Director
940-226-4466
Renee@leadingthewayinc.com

Kris Collins, Owner
Kris@LeadingTheWayInc.com
425-295-2512
LeadingTheWayInc.com

Kylene Ballard
Office Manager
kylene@leadingthewayinc.com