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## Introduction to 360Telemarketing

360Telemarketing specializes in helping call centers and outbound telemarketing vendors like you grow business through an innovative sales lead generation process. Because we believe that the best sales prospects are the ones looking for you, we have developed a service that delivers qualified, targeted end-customer leads for buyers in need of telemarketing solutions for their businesses.

### How our service works:

Prospective buyers fill out an online lead form specifying the telemarketing solutions they need. 360Telemarketing phone verifies the buyer's information and matches it up to appropriate suppliers like you (with a maximum of five total suppliers). Suppliers are then sent an email with the buyer's contact information and purchasing requirements. You sell! No more cold-calling, only closing.

### Our service is fully customizable for your needs:

- You select the products/services you want to offer.
- You select your desired geographical coverage area.
- No subscription fees. Leads are priced on a per lead basis (costs range from \$15 - \$40 per lead, depending on the product and other relevant criteria).
- No long-term contracts. You can cancel at anytime with 30 days notice.

The founders of 360Telemarketing are experts in online marketing, and with over 20 years of combined experience, they have acquired over 1,000,000 customers via Internet marketing. By using proprietary tools and techniques, 360Telemarketing can help you get sales leads to grow your business

Let us put our experience to work for your company. Read on to see how easy it is to grow your business with 360Telemarketing.

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## Frequently Asked Questions

### How does 360Telemarketing help suppliers like me?

360Telemarketing believes the best sales leads are customers who are looking for you. This is exactly what we do: connect you directly with customers that are looking to buy or rent your products.

The 360Telemarketing process is simple:

- Prospective buyers fill out an online lead form for the product that they are looking to purchase or rent for their home or business.
- 360Telemarketing verifies the buyer's information and matches it up to appropriate suppliers like you (Maximum of four total suppliers).
- You are sent an email with the buyer's contact information and purchasing requirements.
- You sell! No more cold-calling, only closing.

### How much do the leads cost?

360Telemarketing leads are priced on a per lead basis and you only pay for the leads you receive. Currently, leads cost between \$15 and \$40 depending on the product/service, company size and other relevant factors. Please see our lead pricing sheet for more specific information on our lead pricing.

### What is your Bogus Lead Policy?

360Telemarketing phone screens every lead to ensure quality. We guarantee that each lead sent to you will match the geographical service area for your profile, match the products or services selected in your profile, and contain valid contact information.

If the lead does not meet the requirements above, you may submit a bogus request for that lead. All bogus requests must be submitted via the Submit Bogus Request link at the bottom of the lead form prior to the 5<sup>th</sup> of the following month. For example: if you received the lead in January, you must submit your bogus request prior to Feb. 5<sup>th</sup>. Once your request is submitted, our customer service team will review the request and either accept or reject the request, notifying you of the outcome via email.

Accepted bogus reasons include leads that:

- Do not match your geographical profile,
- Do not match your product profile,
- Contains invalid phone or email information,
- Are a duplicate of previous lead sent by 360Telemarketing (must provide both lead numbers), or
- Are from a direct competitor.

If the lead does not meet one of the accepted reasons stated above, you must call and speak to a 360Telemarketing Customer Service Representative to discuss the lead in question.

**How many leads will I receive each month?**

The number of leads you will receive depends on how many leads 360Telemarketing receives for your specific product and geographic coverage. The larger the territory you can serve and more products you can offer, the more leads you are eligible to receive.

**How many suppliers receive each lead?**

Buyers come to 360Telemarketing because they want to speak with multiple vendors like you in a timely manner. We will not oversell a lead. We will forward a lead to 5 or fewer vendors.

**Can I get exclusive leads or only pay for closed leads?**

Currently, 360Telemarketing is not set up to provide suppliers exclusive leads or work on a closed lead basis. The value that we provide to buyers is that we will have up to four qualified suppliers respond to their quote request.

**What are your payment terms?**

Accounts are billed on the 5<sup>th</sup> day of the following month to the credit card on file. If payment fails and is not reconciled by the 12<sup>th</sup> (within one week) a \$40 late fee will be applied to the account. At this time the account will also be deactivated, which will pause lead flow. Any account not paid in full by the last day of the month will be turned over to our collections firm with an additional 35% penalty fee.

To update your payment information, please contact a Customer Service Representative or visit the [Supplier Portal](#).

**What is your cancellation policy?**

360Telemarketing has a thirty (30) day cancellation policy.

You may opt out of the service by providing written notification of cancellation. Your account will be deactivated 30 days after receiving the notice. For example, if you submitted the notification on January 1<sup>st</sup>, your account will be deactivated on January 30<sup>th</sup>. You are responsible for all leads that you receive during those 30 days.

**How do I sign up?**

Easy! Just fill out our online registration form at [Suppliers.360Telemarketing.com](http://Suppliers.360Telemarketing.com) to let us know your company's information, account preferences, and provide your credit card. Or, if you prefer, you can call us at 888-625-0180 to get started.

## 360Telemarketing Lead Pricing

### Inbound Call Leads

**Base price: \$25** *Minimum: \$20 Maximum: \$40*

**Number of inbound calls anticipated:**

< 1,000 calls per month	deduct \$5
1,000 – 4,999 calls per month	base price
5,000 – 9,999 calls per month	add \$5
10,000 - 49,999 calls per month	add \$10
50,000 + calls per month	add \$15

### Outbound Call Leads

**Base price: \$25** *Minimum: \$20 Maximum: \$40*

**Number of outbound calls anticipated:**

< 1,000 calls per month	deduct \$5
1,000 – 5,000 calls per month	base price
5,001 – 10,000 calls per month	add \$5
10,000 – 49,999 calls per month	add \$10
50,000 + calls per month	add \$15

## Telemarketing Sample Lead

The following is an actual lead, requested by a customer (identifying details have been changed to protect customer privacy) in the 360Telemarketing database.

**Contact Name:** John Doe

**Company Name:** Business Group, LLC

**Location:** 405 Business Park Drive. Orlando, FL 32801

**Email:** [johndoe@xxxxxxx.com](mailto:johndoe@xxxxxxx.com)

**Phone:** 704-xxx-xxxx

**Fax:** 704-xxx-xxxx

Request ID #1370

**Buyer Notes:** We are a web design and marketing firm. We would like to setup appointments with prospective customers to sell them a new or updated website or marketing. We have a call list and scripts to use-we're B2B. Success of the campaign would be defined by 1) the amount of appointments set and 2) the quality of the appointments. Our close rate at on-site sales calls is around 85% so we need about 10 appointments a day to be set. An alternate number for me is 704-xxx-xxxx. Our website is [www.xxxxxdesign.com](http://www.xxxxxdesign.com)

**INSTALLATION LOCATION:** 32801 - [Orlando, FL]

Question: What is the primary objective of your outbound telemarketing campaign?

Answer: Appointment setting

Question: What type of customers are you targeting for this campaign?

Answer: Business

Question: What is your anticipated number of outbound calls per month?

Answer: 1000-4999

Question: When do you want to begin your outbound telemarketing campaign?

Answer: Two Months

**Give Us Feedback:**

You may submit a [bogus request](#) for this lead if it does not meet your product and/or geographic specifications. If you have any questions, please contact us at 888-625-0180.