

Platinum Programme

For Guaranteed Success



TSL Global Coverage

www.tslmarketing.co.uk

- **North America**
- **EMEA**
- **Asia Pacific**



For More Information, contact: Mark Cradock - +353 (0)5991 36700 mcradock@tsleads.com



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Our Clients

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And many small and mid-sized firms

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TSL Programmes

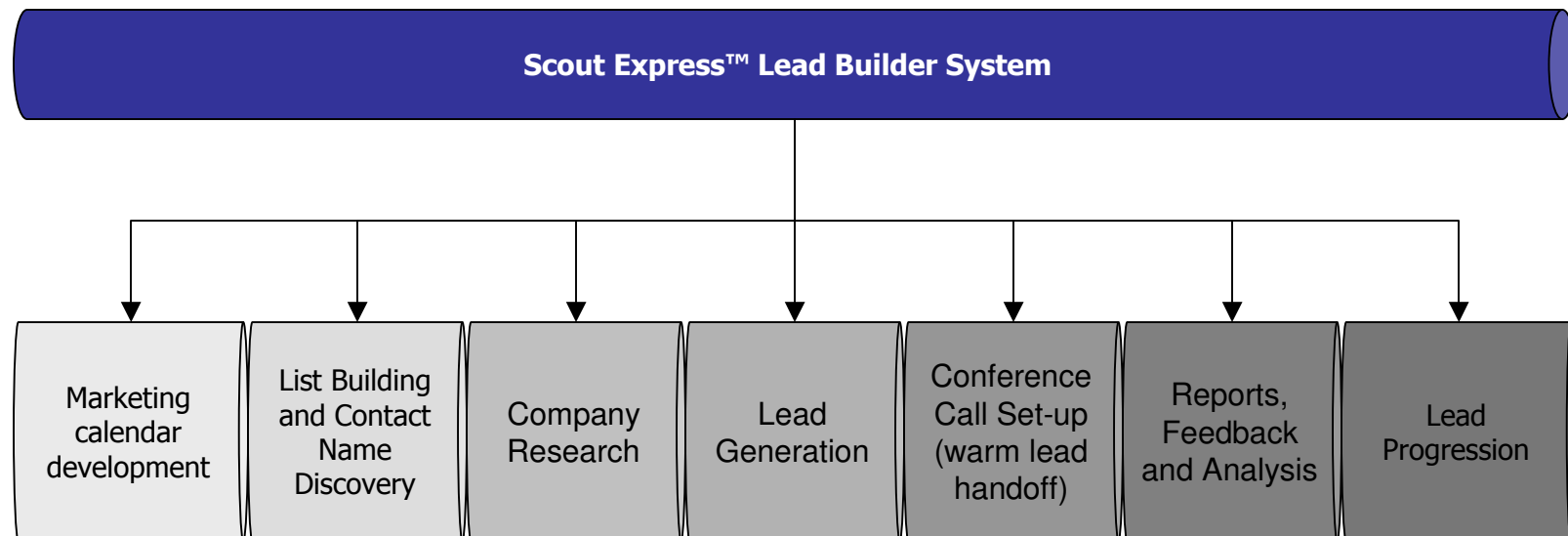
- **Scout Express** – Standard monthly or pilot project, telephone based lead generation project.
- **Platinum Programme** – quarterly ongoing lead generation campaign utilising TSL's complimentary multi-tactic email and online marketing tools.

Scout Express™ Lead Builder System

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Does more than just generates leads:

1. Prevents loss of leads
2. Builds awareness
3. Improves sales effectiveness.



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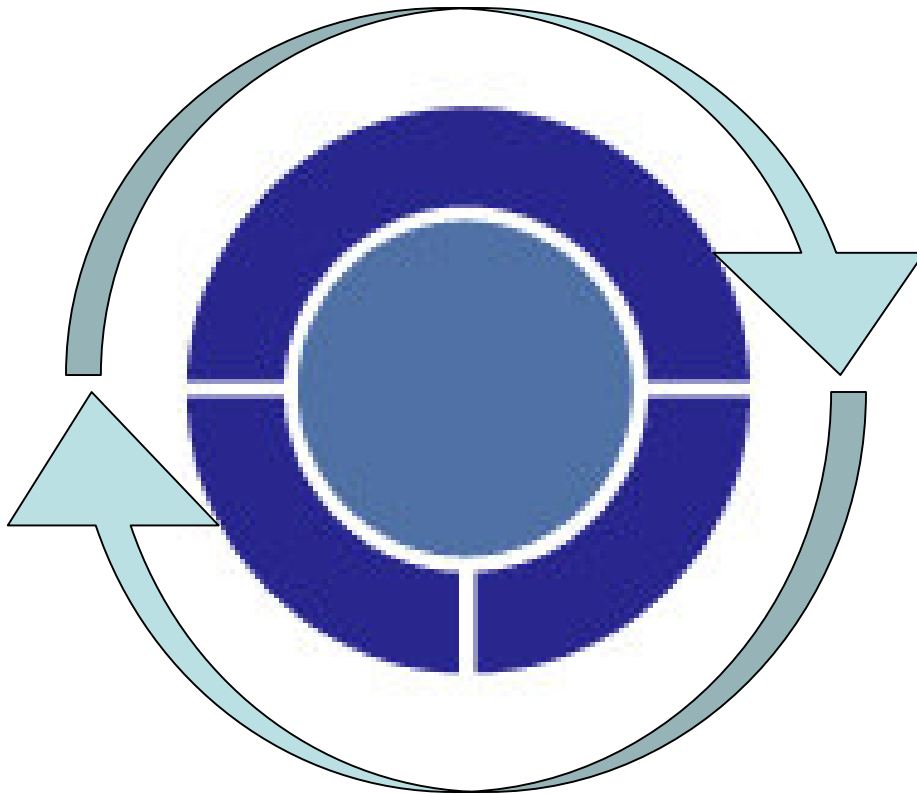
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What is the Platinum Programme?

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Total Marketing Solution to:

- Makes multi-tactic use of TSL's online and e-marketing tools
- Builds enquires and 'warm lists' for calling
- Increases sales productivity.
- Builds awareness, generate leads, and improves conversion rates from leads to close
- Provides a regular and consistent flow of leads to your sales team



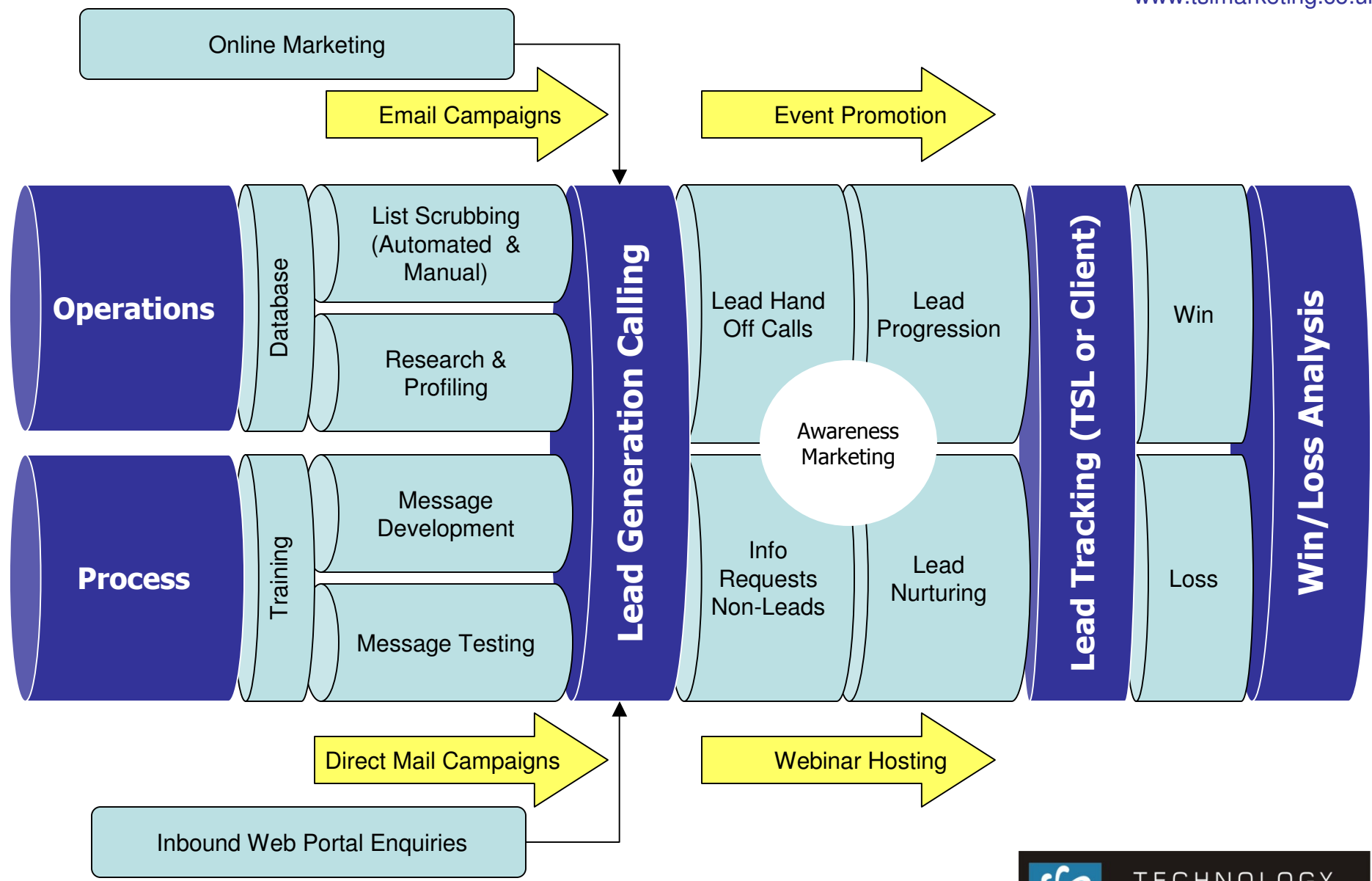
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Our Process

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Platinum Programme Highlights

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- ✓ Lower Hourly Rate
- ✓ Service Level Agreement From Q2
 - If We Miss Targets We Reduce Prices
- ✓ Free Supplementary Campaign Each Q
 - Email Marketing, SEO, Webinar, Event Promotion
- ✓ Free Update Training Session Each Q
 - Keeps our team up to date with your solutions
- ✓ Free Segment Analysis
 - Identify your most productive segments for leads
- ✓ Free Web Advertising/White Paper Promotion
 - On TSL's Google Top Ranked Technology Sites

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Platinum Programme Structure

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- ✓ Agree Number of Target Companies and Leads Per Quarter
- ✓ Allocate and Train Dedicated Team
 - Including Language and Backup Support
- ✓ Agree Lead Handover and Nurturing Process
- ✓ Agree “Closed Loop” Reporting Process
- ✓ Build / Integrate CRM System
- ✓ Build Contact Lists
- ✓ Commence Lead Generation

Platinum Programme Support

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- ✓ Toll Free Telephone Numbers From All Countries Targeted
- ✓ Multilingual Support for All Major Languages
 - Includes French, German, Spanish, Italian, etc
- ✓ Assistance Identifying Target Lists
- ✓ Consulting Support to Refine Sales Proposition
- ✓ Prequalification of Target Lists
- ✓ Integrated Marketing (Telesales, Events, Etc)
- ✓ Campaign Flexibility

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Plug-Into TSL's Marketing Investments

- ✓ Tech Portals With Google Page One Listings Driving Inbound Inquiries For:
 - ERP
 - CRM
 - Supply Chain
 - Document Management
 - Asset Management
 - Software Development

- ✓ Quarterly Email Bulletin to 10,000+ Technology Buyers Worldwide.



Market Planning and Sales Consulting

Sales Pipeline Analysis

Program Planning and Complete Program Management

Data Management, Data Strategy, and Data Profiling

Message and Offering Development

Marketing Workshops & Training

“Zero to Sixty” Rapid Pipeline Build



TSL provides world-class lead generation services

Lead Management

Direct Marketing

Inquiry Management

Creative Services

Telesales

Order Management

Email Marketing

Search Engine Optimization

Webchat Support

Channel Marketing

Event Marketing

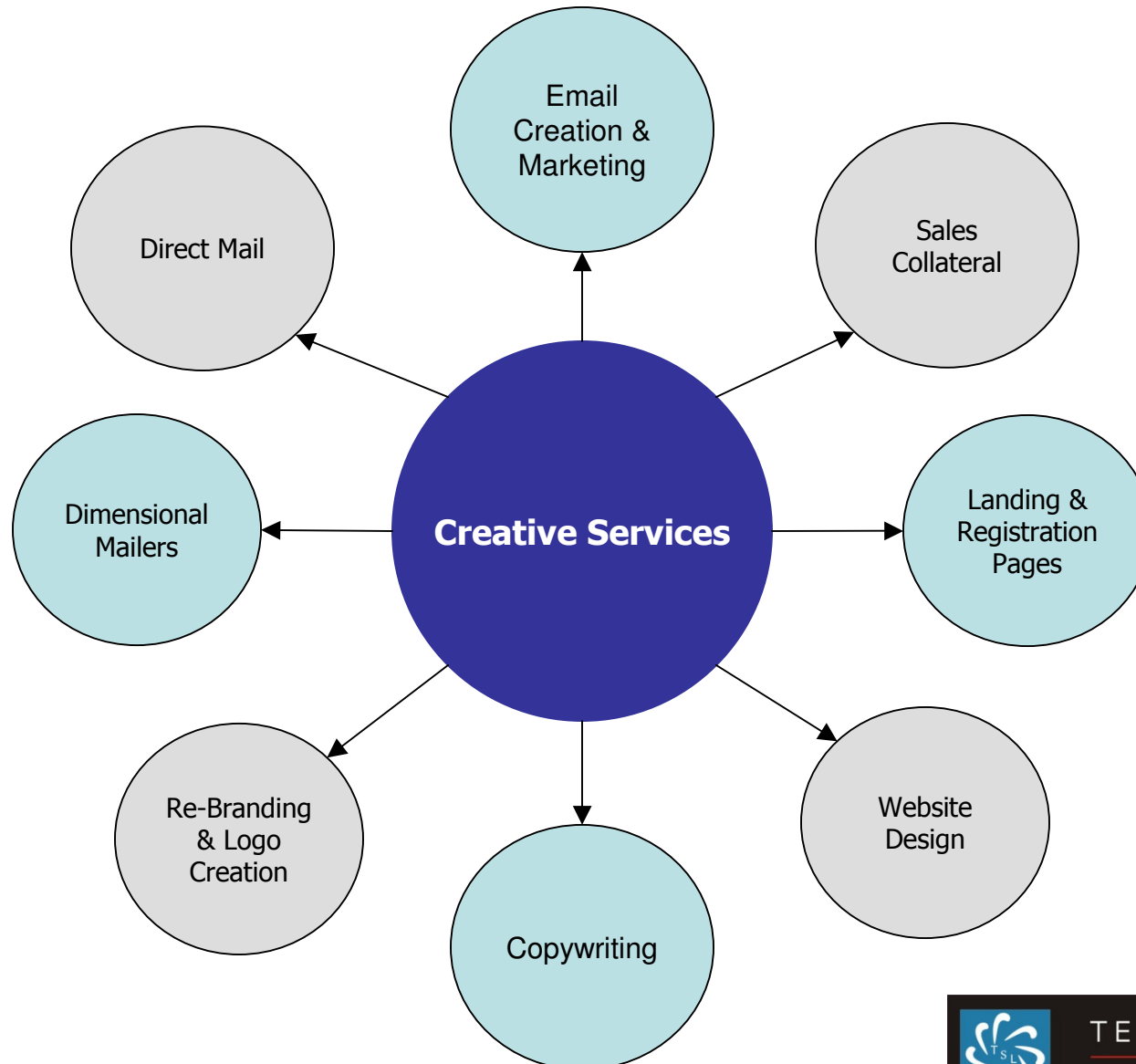
Database Marketing



Creative Services

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TSL has added a full service design and programming team!



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TSL helps companies manage their leads to sales process

Sales Process Consulting / Lead Progression

Lead Development and Nurturing Program

Pipeline Management

Win Loss Analysis

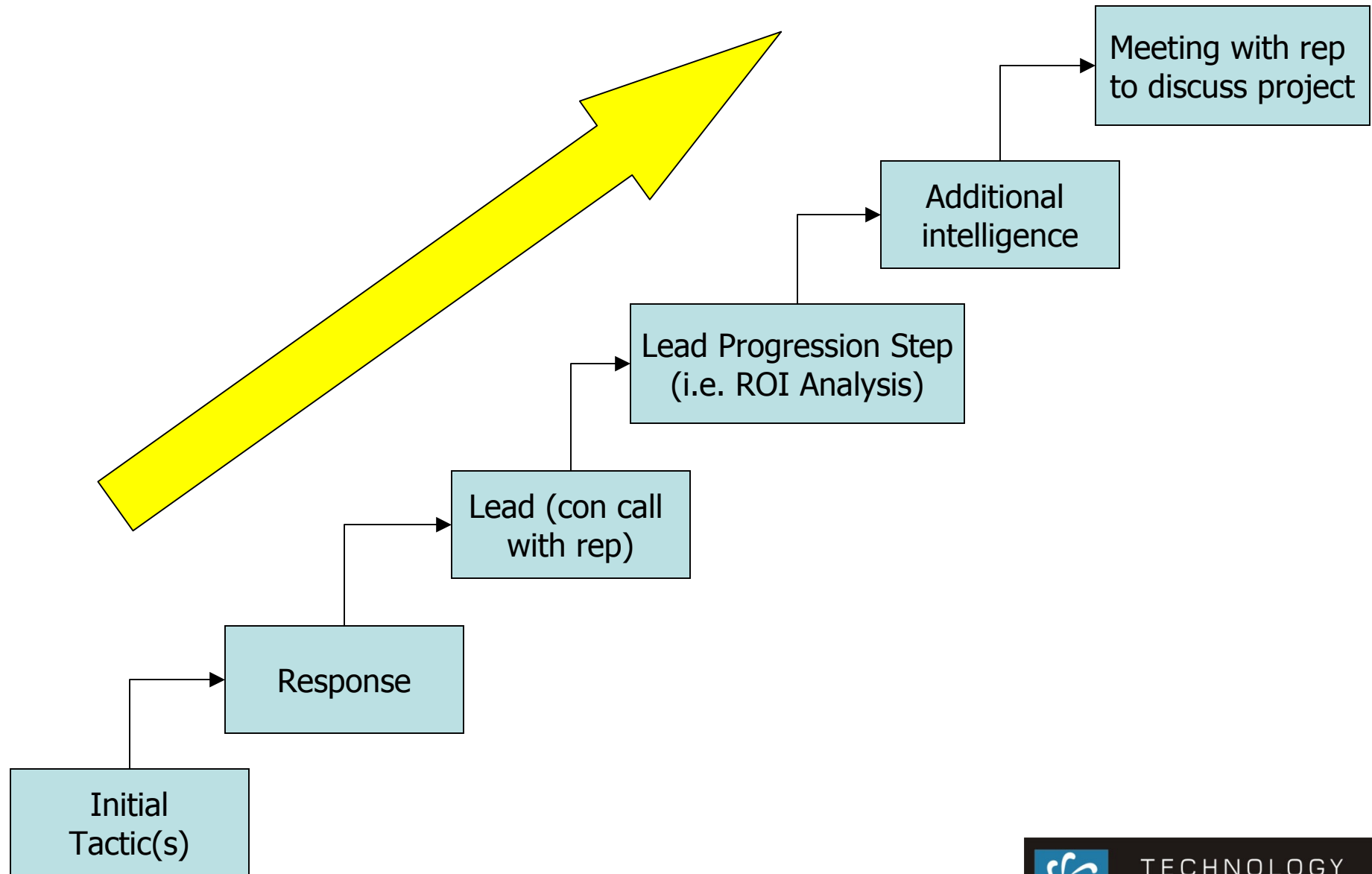
Inside Sales Team Training and Recruitment

Best Practices for Lead Follow-up



Sample Steps → Lead Progression

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Prospects to Leads to Wins → Sample Flow

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WHY TSL?

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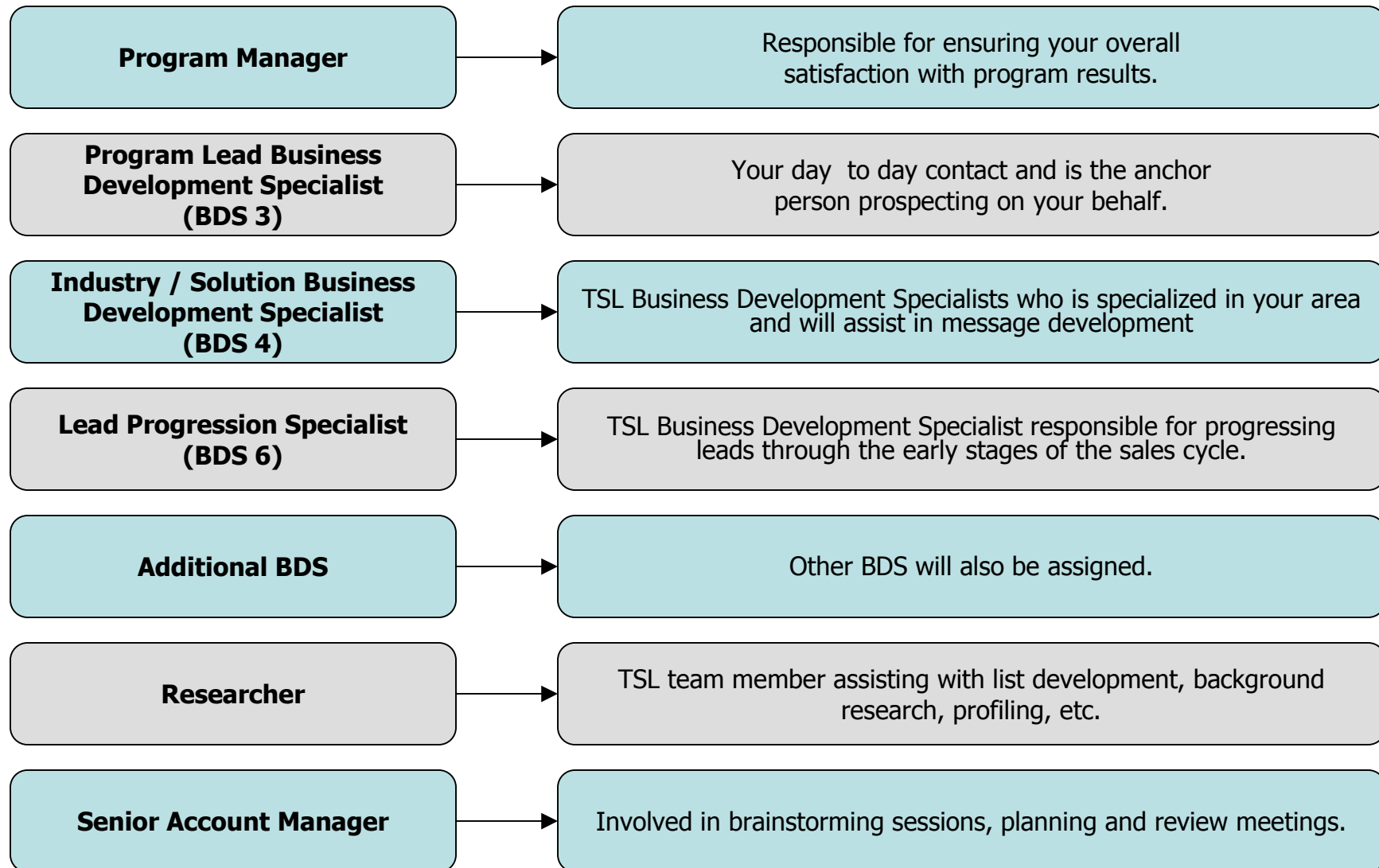
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Our People

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Our Business Development Specialists (BDS)

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BDS Background:

- Several years work experience
- Sales Experience
- IT Experience
- Highly Trained
- Rewarded for clients success

Why BDS choose TSL:

- TSL Training Program
- Internal Promotion & Progression:
Both Sales and Program Management paths
- TSL culture and environment for Sales Professionals
- TSL Clients
- Everyone at TSL started as a BDS



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Our Approach: TSL Training

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Why TSL vs. Hire an Internal Team?

TSL already has the process and the people to make your program a success.

Service Level Agreements

Turnover with an inside sales team

Do what you do best → Focus on closing deals!

Building sales pipelines is ALL we do!

Flexibility to expand or refocus a program.

TSL has a broad range of expertise that is typically very expensive to hire and manage

Global Solutions



Client Comments

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"The quality and consistency of the TSL research has exceeded all expectations. The data has been obtained from the right contacts, at the right level and has been instrumental in underpinning our strategy and in shaping the solutions that we are taking to market"
— Nikki Wilton, Director, Information & Data Management, Unisys

"IBM are very happy with TSL's work for us. ... We needed a results-oriented partner that would add value to our work, generating new ideas and solutions for complex campaigns we were planning to run. TSL's commitment to making these projects a success and "going the extra mile" whenever necessary has made them a valuable partner for IBM."

- Doreen Eatough, Integrated Marketing Manager, IBM EMEA.

"TSL has been a virtual sales lead generator helping to create brand awareness and generate sales leads for

Percana. Throughout our many campaigns with them we found them great to work with. TSL is very efficient, professional and fair and we look forward to working with them again."

- Paul O'Kane, CEO, Percana Group.



Case Studies

- On Request- USA and EMEA:
 - ✓ Sun / Oracle Partner Marketing
 - ✓ IBM
 - ✓ Unisys
 - ✓ Percana
 - ✓ AllFinanz
 - ✓ Sungard
 - ✓ Medidata
 - ✓ And More.....

