

Organised Persistence

Low-cost, small-scale intelligent lead-generation and telemarketing

The 'organised persistence', developed over the last few years, is a proven method of generating new leads and opportunities.

If you are a B2B organisation looking to acquire new contacts, and get more new business then it is right for you. It is a complete program to generate leads, make appointments and increase customer awareness.

It works, and pays for itself. It is not about high-volume, high-pressure cold-calling, but rather about building a solid base of high-quality prospects and contacts and then consistently maintaining a contact strategy to be in the right place and the right time.

Key benefits

- Identity high-quality new business opportunities systematically.
- Generate leads from new prospects AND existing customers.
- Build sustainable and manageable growth.
- Low-cost, from just five hours per week we can create a regular stream of leads and appointments.
- Suitable for all types and sizes of B2B organisations – especially professional services

The organised persistence approach delivers you a qualified and 100% accurate quality contact base and a regular flow of opportunities. It is ideal for the fulfilment of marketing events and seminars. As well as a results-delivery service we can also offer coaching and training via our open and in-company training courses.

www.virtualpaplus.co.uk



How does it work?

We systematically and carefully work through the target prospect base on a two monthly cycle. Our experience shows that many of best leads will come from the second or third contact. The one key variable in telemarketing is timing. So, we target a limited number of 'most likely' prospects and contact them methodically with charm, intelligence and persuasion.

Even if a call does not produce an opportunity (most of the time!), we collect useful information and schedule a repeat call for the future. If we have targeted the prospect base correctly, it is a question of *when* more than *if* they have a need for your products or services. In order to monitor progress, we contact you with information on new leads, interest and appointments and also send you a weekly report and updated database listing.

Getting started

The first stage is to establish the level of new business you are looking for, create a target profile and write (and test) some example 'prompt' sheets. This sets the level of activity and time we need to generate the leads and results you are seeking. Next we train your OP consultant on your business, and start working. Prices start from £95 a week.

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