



A Marketing Programme That Targets Your Business To A Specific Audience And Provides You With Base Materials To Support Further Sales Prospection

Sammy Rose Management Services offer “Get Started”, an affordable base marketing and sales initiative which exposes your business to a wider audience and provides it with basic promotional materials

FORMAT

1. To facilitate a mapping session with the senior management team to determine:
 - Product proposition and why it is so appealing to a prospective customer.
 - Subsequent customer targets that will enable the business to spread across a greater customer basket.
 - Initial sales & marketing materials and approach for recruiting target customers.
2. Six potential business sectors most likely to use the services of your company are identified and a database of 50 prospects from each, circa 300 companies in total is determined.
3. An SRMS telemarketing operator cleanses this database to identify whether they have an actual/potential need for your product proposition and if so, who is the contact to speak to and when is an enquiry likely to materialise.
4. All feedback, positive and negative is recorded onto a database, usually for easy transfer on to an Excel spreadsheet. A meeting is held to review findings and to agree criteria for a further 200 calls so that altogether 500 companies are contacted on your behalf.
5. All this is done on your behalf for the all inclusive fee of £2,500.00*
*Except where the database contains a high number of mobile call targets, in which case an additional charge may apply.

OPTIONAL EXTRA'S

- To help prospects remember your company an introductory leaflet A5 x 4 sides is sent to positive respondents. SRMS will do the developing and printing* of this item for an additional £1,600.00.
*Quantity 500
- A base website, comprising of upto 6 pages, featuring an e-newsletter facility enabling you to maintain regular contact with your database, can be produced for the special fee of £2,400.00, this includes free hosting for the first year.

Need to get going with a proactive sales drive, then call us on 0121 561 2800 to discuss how we get you into gear

