

16/1/12

Re: Business Reference Telemarketing Professionals

To whom it may concern,

It is our pleasure to provide a letter of reference for Telemarketing Professionals (TP), we had a requirement to generate new business leads for a new cloud offering. We were hesitant to utilize a telemarketing company as we had not explored this avenue of marketing previously.

During our initial meeting we provide TP with a basic brief, and they quickly and efficiently set about running with the campaign. During the launch the management team were away at weeks conference however TP spent considerable initiative, time and effort into researching the product and benefits through exploring the website, downloading white papers and exploring online demo and provided a very detailed high level of training to the telemarketing staff to ensure that they were able to represent our company and product with the utmost credibility, professionalism and trust.

The level of transparency as far as number of calls made each day and the result of each call was great, we were constantly kept informed. We were pleasantly surprised at the amount of warm or hot leads we received a day with a high degree of qualification as far questioning the decision maker about their current situation and future aspirations.

We have run two lead generation campaigns and found the amount of leads generated was more than adequate to keep our sales team busy. Telemarketing Professionals strived to communicate with us regularly to see how we could fine tune the campaign, which we did as we progressed.

We especially enjoyed the detailed end of call reports which provided great insight into various business intelligence gathered during the campaign with stats, charts and graphs.

In short we would have no hesitancy in using Telemarketing Professionals for future campaigns or recommending them to other potential clients.

Kind regards,

John Mustac
General Manager Sales & Marketing