



It's all about how you engage prospects and build relationships.

Pro-active contact allows your business to get the most return on your lead investment.

Use our contact to build relationships from the start!

Do you know what your customers are REALLY thinking?

Retention Resource Center

A contact program designed to deliver results!

www.rrc.us.com

Customer Contact Services

"What a difference a call can make!" The benefit of contacting leads pro-actively has proven to be an excellent investment for businesses. Retention Resource Center specializes in providing our clients with high level prospect and customer contact. A campaign is strategically planned, contact is made, and feedback gathered all to create results and reports to inform decision makers.

Customers and Prospects love the interaction. Our clients love the results!

Pre/Post Show Contact Assessment

RRC will assess current prospect and customer contact methods used by our client. We look for ways our clients can improve their communications with their prospects and customers while keeping costs in mind. When the client is ready, RRC will establish goals and gain clarity regarding the desired outcome. The client reviews and approves all correspondence.

On-Site Lead Contact Training

We will design pro-active contact and work with your staff to get the most from pre/post show lead contact. Whether it's through inbound or outbound calls, newsletters, on-line surveys or other correspondence, we can give your staff the skills and tools to stay in touch with your prospects.

Pre/Post Show Contact Campaign Design-Phone, Mail, On-Line, In Person

We will design pro-active contact to get the most from communicating with your prospects. Our campaigns are created to last. Designed around your goals, we draft a script you can use throughout the sales cycle.

Lead Verification Call: Quick verification/Time Line

Immediate contact is important to keep your leads warm. We can quickly and efficiently call your list, confirm information, gather a time line for decision making and ask permission for a sales representative to contact them at time they request.

Lead Survey Call: Verification, Time Line, Qualifying Questions

There are times when a more detailed call is needed to engage customers. If you are seeking to collect additional feedback about your business or your competition, gather budget cycles, or obtain other qualifying information, we can deliver back to you the information needed.

Reports: It's all about the information obtained and how it impacts your business.

Service provided is based on results. What RRC offers is reports which can be used to learn your prospect's needs. All services include customized reports for our clients.

- Lead Profile: Lead profiles are gathered from collected information
- Feedback Report: Compare collected feedback from prospects
- Priority Alerts: Alerts are sent when a prospect has an immediate need or concern

On-Line Surveys: Recommended to broaden contact

On-line surveys can be useful if implemented with the right elements for participation. On-line campaigns will compliment phone campaigns. We recommend on-line surveys as a way to capture feedback from those who prefer on-line communications. Our reports are designed so we can deliver consistent reporting methods using on-line tools such as Survey Monkey and Constant Contact.

Retention Resource Center: *Designed to deliver results!*

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Investment for Services

Services are designed to deliver a return on investment! You choose who you want to contact. RRC will work with you to select which services will get the best results. Services are scalable to meet any budget. When you hire RRC, you only pay for leads we reach and actually speak to. When a voice mail is reached, a personalized message is left informing the prospect you called and why. You have the ability to reach virtually everyone given while only paying for those who we speak with.

Select Service:

- **Pre/Post Show Contact Assessment:** *Complementary*
- **On-site Lead Contact Training:**
 - 3 hours: \$450
 - 6 hours: \$750
- **Customer Contact Campaign Design:**-Phone, Mail, On-Line, In Person
 - \$500/Set Up and Design for each unique campaign
- **Pre/Post Show Contact Campaign Design-Phone:**
 - Lead Verification Call: (Quick verification/Time Line)
 - 1 to 50 Active Customers: \$20 per completed contact
 - 51 to 250 Active Customers: \$15 per completed contact
 - 251 or more Active Customers: \$10 per completed contact
 - Lead Survey Call: (Verification, Time Line, Qualifying Questions)
 - 1 to 50 Leads: \$45 per completed contact
 - 51 to 250 Leads: \$40 per completed contact
 - 251 or more Leads: \$35 per completed contact
- **Completed Customer Contact-On-Line Surveys:**
 - 1 to 250 Completed Surveys: \$15 per completed survey
 - 250 or more Completed Surveys: \$10 per completed survey
- **Customer Profiles, Feedback and Analysis Reporting:** *Included with each campaign*

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Pre-Pay Packages: Contacts purchased in advance can be used in one campaign or over a period of time. Investments made up front will result in savings overall. All services are guaranteed. Contact us for a customized package/pay as you go plan, or choose from our most popular pre-pay selections:

√ **Starter Package: \$2,500 (\$500+ Savings)**

**Campaign Design/Set Up
250 completed lead calls**

Service includes:

- Pre/Post Show Contact Assessment
- Call Design/Management
- Lead verification and time line
- Lead Profile for each completed contact
- Feedback Report
- Priority Alerts

√ **Economy Package: \$4,750 (\$750+Savings)**

**Campaign Design/Set Up
500 completed lead calls**

Service includes:

- Pre/Post Show Contact Assessment
- Call Design/Management
- Lead verification and time line
- Lead Profile for each completed contact
- Feedback Report
- Priority Alerts

√ **Plus Package: \$6,750 (\$1,250+ Savings)**

**Campaign Design/Set Up
250 completed lead calls
100 completed lead surveys
150 completed on-line surveys**

Service includes:

- Pre/Post Show Contact Assessment
- Call Design/Management
- Lead Calls/Surveys/On-line Surveys
- Lead Profile for each completed contact
- Feedback Report
- Analysis Report (Lead Surveys)
- Priority Alerts

Retention Resource Center: *Designed to deliver results!*

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Conclusion

RRC prides our service on our client's satisfaction, repeat business and referrals. Our goal, in everything we do, is to collect information you can use for your business. We focus on leaving a positive image of your business with each contact. Whether it's because we help you speed up the decision making process, reduce management time, or increase sales, RRC will work with you to insure you are choosing our service for the right reasons.

We guarantee you will be satisfied with the level of service we deliver! Try it out and see the results for yourself.

Doing what it takes: Designed to deliver results!