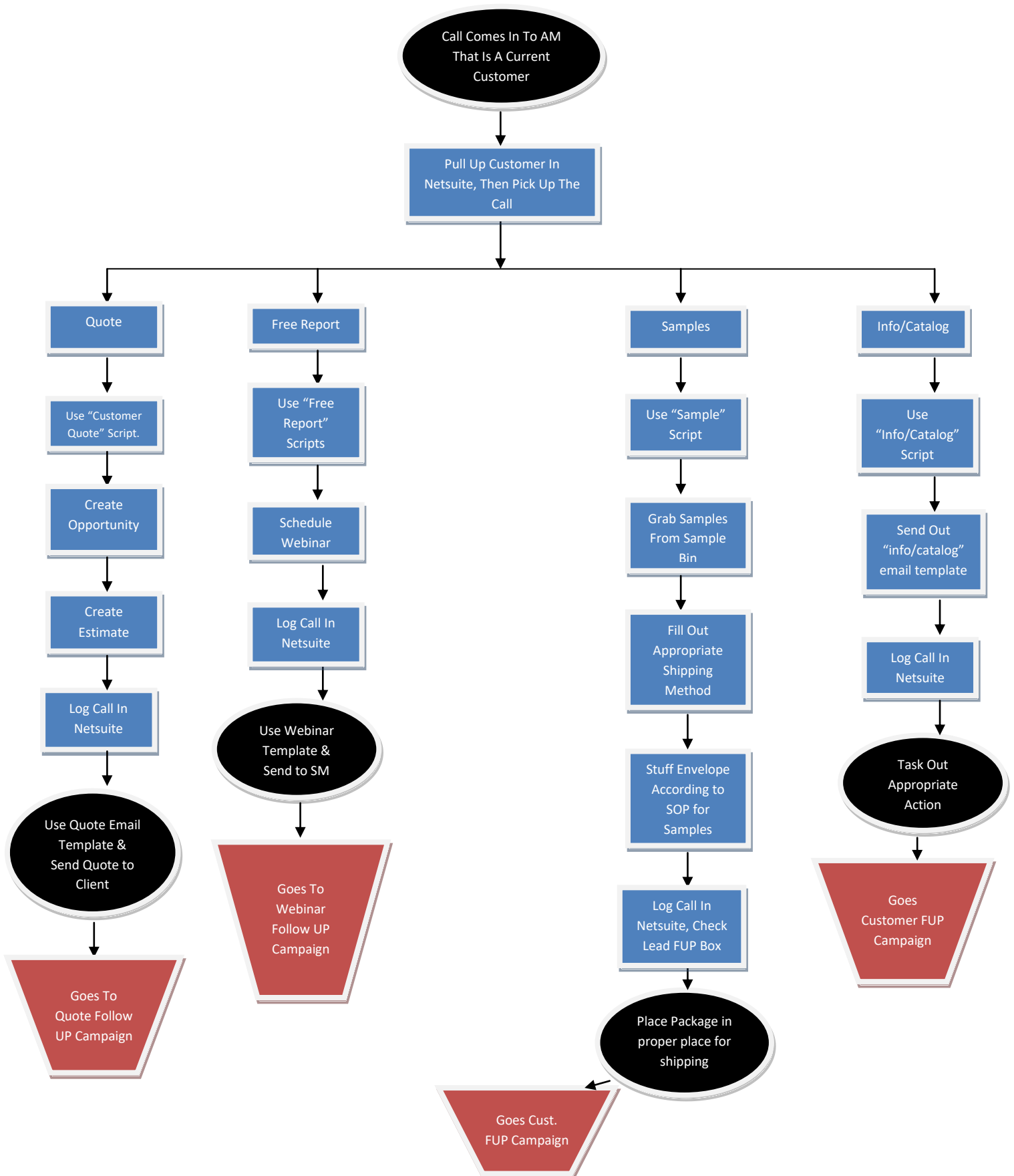


Call Transferred To Account Manager

-Current Customer Process-



Current Customer Samples

SOP-CCS- Policies / Guidelines

Policies: We want people to have our samples. We certainly don't want to waste them, but we do want people to have something they can touch and hold and keep in their office to show their clients. So give them what they want (within reason).

Guidelines: Use a standard of 7 styles as the max. If the client wants more than that, ask your manager.

Reason: If they have something from us, they are much more likely to buy from us.

SOP-CCS-Scripts

You: Hi _____, This is _____. How can I help you?

Client: I need to get some samples?

You: That is not a problem, what is the opportunity you are working on? I'm sure we can put together a good sample presentation.

Client: tells you what they are thinking.....

You: I have a couple of things besides just the samples that I think will help you out. In the sample package I will include another drive that has another drive with our logo on it....This drive will have some case studies loaded on it, on how people have used our product in the industries that you work in to generate some very big orders. I think it will make for a very good presentation for your clients. You can show them the product, and show them exactly how to use it to accomplish their goals of doing a successful promotional campaign. I'll even put our webinar on the drive as well....it has some great information on how to run a successful campaign for your client and how to go head to head with these online direct sellers and win. Sound Good?

Client: Yes, No, whatever

You: What samples would you like, and where am I sending these samples to?

Client: gives address and samples requested

You: Those sound good, we should be able to get those out today. I have been doing this for a while, and I am going to include one or two of what I consider to be the best drives for your situation.

You: Do you have your Fed Ex number so I can send these things out for you? (If they don't have one, we can ship it on ours, but it will cost you.)(Do Not Use Post Office)

Client: gives number or not

You: get the final details...address, what method of shipment.....

SOP-CCS-1

Grab Samples From The Bin

You can grab samples from the bin, only if the doors to the office are open. If you grab a sample it is to be sent out, it is not to be kept at your desk. If the quantity of the sample you are looking for is down to 2, you must notify James, Gabe, or Wendy to re-order that sample immediately.

SOP-CCS-2

Fill Out Appropriate Shipping Method

Use Fed Ex or UPS to ship out samples. If shipping on our account and the client will be paying for it, it must be treated like an order, and the client must provide credit card info to pay for the shipping. When filling out the shipment form when shipping on our account, Please note the SO# as reference.

If the client is shipping on their account, you can just grab the samples, fill out the shipping forms with their account number and send them out without inputting into the system.

SOP-CCS-3

Stuff Envelope With Samples And Additional Info

First time samples...Things to include in the Sample envelope

1. All Samples they have requested
2. One USF Drive with Case Studies And Webinar
3. Brochure
4. Include a sample of an a key ring and lanyard as well

Second Time Samples

1. Samples they have requested
2. Brochure
3. Case Studies: Print Out- Not drive

Log Call: With details about what items you sent out, what industries they work with.

Put the package up front if shipping by ground, or in the drop box before 4:30 pm if shipping by express

Create Estimate/Quote

Step 1: Find the company you want to create a quote for by typing the name of the company in the top search.

Step 2: Click the Sales Tab > Click the Quotes Tab > Click The New Quote Button

The screenshot shows the 'Forecasting' section with a 'Projected Total' of 2,024.00. Below this is the 'Classification' section with a 'Department' dropdown. A red arrow points to the 'Sales' tab in the navigation bar. Another red arrow points to the 'Quotes' tab within the 'Sales' section. A third red arrow points to the 'New Quote' button.

Step 4: Fill Out The Fields On The Top Of The Form As Outlined Below:

The screenshot shows the 'New Quote' form with several fields and instructions:

- Primary Information:**
 - Custom Form:** USF Quote (Must be this form. Should auto Populate)
 - Date:** 9/6/2011 (Should auto Populate)
 - Estimate #:** To Be Generated (Make sure correct company, status)
 - Account:** ACC4350 T-Shirt Man (Should be auto- Population)
 - Probability:** 50.0%
 - Contact for this Transaction:** ACC4350 T-Shirt... Robert Bobich (Make Sure correct contact)
 - Title:** (Empty field)
 - Expires:** 9/13/2011 (Make Sure The Date is for the end of the week)
- Sales Information:**
 - Sales Rep:** EMP0003 Cox, Jack (Make Sure Its You)
 - Opportunity:** Opportunity #OPT12790 (Should auto-populate)
 - Forecast:** ☒
 - Lead Source:** (Empty dropdown)

Step 5: Items List Should Auto Populate From Previous Opportunity.....As Detailed Below.

The screenshot shows the 'Items' list in the 'New Quote' form. The list contains the following items:

Item	Quantity	Description	Price Level	Rate	Amount	Options	Cost Estimate Type	Est. Unit Cost
Swivel	400	Front Side Imprint: Logo Back Side Imprint: Website	Custom	4.56	1824.00	Item Color: Yellow- 3945C Capacity: 1 GB Imprint Sides: 2 Sides Imprint Type: Silk Screen Imprint# of Colors: 3	Purchase Order Rate	0.00
Upload	400	Up to 100 MB Upload	Custom	0.00	0.00		Purchase Order Rate	0.00
Run Charge	400	Extra Imprint On Back	Custom	0.00	0.00		Purchase Order Rate	0.00
Accessories	400	Key Rings Attached To Drive	Custom	0.25	100.00	Item Color: Black Accessories: Key Ring String	Purchase Order Rate	0.00
Packaging	400		Custom	0.25	100.00	Item Color: White Packaging: White Tuck Box	Purchase Order Rate	0.00

Step 6: Make Sure Upsell And Free Upgrade Items Are Included In The Estimate (Their client might)

Item	Quantity	Description	Price Level	Rate	Amount	Options
Swivel	400		Custom	4.56	1824.00	
Upload	400	Up to 100 MB Upload	Custom	0.00	0.00	
Run Charge	400	Extra Imprint On Back	Custom	0.00	0.00	
Accessories	400	Key Rings Attached To Drive	Custom	0.25	100.00	Item Color: Black Accessories: Key Ring String
Packaging	400		Custom	0.25	100.00	Item Color: White Packaging: White Tuck Box

<Type then tab>

Add Copy Previous Insert Remove Cancel

Step 7: Click Save (Should Look Like Below When Finished)

Quote: **EST12789 (ACC4350 T-Shirt Man)**

Primary Information

Estimate # EST12789 Account ACC4350 T-Shirt Man Contact for this Transaction ACC4350 T-Shirt Man - Robert Saleh Title Expires 9/15/2011	Date 9/6/2011 Status Proposal Probability 50.0% Memo
---	--

Sales Information

Sales Rep BNP0003 Cox, Jack Opportunity Opportunity #OPT12790	Include In Forecast ☒ Load Source
--	--

Classification

Department In hands date Special Instructions Customer Approval? ☐	Class Confirmation Sent ☐ Contact Email sales@tshirtemanonline.com Date Shipped
--	--

Item	Quantity	Description	Price Level	Rate	Amount	Options	Cost Estimate Type
Swivel	400	Front Side Imprint: Logo Back Side Imprint: Website	Custom	4.56	1,824.00	Item Color: Yellow SP45C Capacity: 1 GB Imprint Side: 2 Sides Imprint Type: Silk Screen Imprint# of Colors: 3	Purchase Order Rate
Upload	400	Up to 100 MB Upload	Custom	0.00	0.00		Purchase Order Rate
Run Charge	400	Extra Imprint On Back	Custom	0.00	0.00		Purchase Order Rate
Accessories	400	Key Rings Attached To Drive	Custom	0.25	100.00	Item Color: Black Accessories: Key Ring String	Purchase Order Rate
Packaging	400		Custom	0.25	100.00	Item Color: White Packaging: White Tuck Box	Purchase Order Rate

SOP-CCQ

Quote A Current Customer

Example: A current client calls in for a quote on a project they are working on. They are in the system and have either ordered from us before or we have quoted them before.

Policy: You must have the customers info up in Netsuite before picking up the call. Talk to the Client about the items they have purchased or been quoted on before. All Questions must be answered.

Guideline: Never feel too comfortable with your clients. Don't assume because they have done orders with you that they won't go somewhere else. Clients always want to feel special and know you are thinking about them. Always treat them like they are special, that you know them, the quotes you have done for them, and orders we have done for them. That kind of rapport never gets old to clients.

SOP-CCQ-Scripts

You: “Hi (Client) , This is (You). (Receptionist), said you were looking for a quote. Its good to hear from you. I think the last time we spoke was on some (items) for (Sales Order# or Quote). Did you see an ad of ours today, or are you looking to do a repeat order? (Note this on the clients Contact Form)

(If they are looking to repeat an order talk with them about the last order and offer some upsell items)

You: Okay, What are some of the details of what you are working on this time? (Make sure to cover the below areas)

WHAT NEEDS TO BE COVERED DURING THE DETAILS OF THE QUOTE

What Item Do They Want- (additional) Is this a quote where they would like you to put a couple of different styles together, or does their client have their mind set on a specific product? (Take Notes)

What Capacity Is Needed- (additional).... Why that capacity? What are they using them for? (Take Notes)

How Many Do They Need- (additional)....Who are they giving them away to? (Take Notes)

FREE UPGRADES

You: Will you be taking us up on any of our Free Upgrades this time around?

Imprints- Up to a 3 color imprint is standard, but this week I can upgrade you to an additional 1 color imprint on the back side for Free. (i.e. 3 color log on the front, website on back Free), or the same thing can be done for laser engrave too. Would you like me to add that to the quote?

Uploads- We can add up to a 100 MB upload to the order at zero cost as well. This is a great way for your client to get their e-catalog distributed, facebook link, website link, youtube video...etc. As long as they are giving them away it should have some branding on the inside as well, right? It's a great value added suggestion for your client that you can provide for FREE.

Upsells

You: Okay, let's talk real quick about some things that we can do to really make the campaign sizzle for your client....

Product Color: The casing/housing of the product can be customized in order to match your clients company colors specifically. The cost of this is very minimal...Its just a \$40 set up fee. (Note it will also take an extra day or so to produce, so watch your in hands dates)

Imprinting: A lot of times clients logo's have numerous colors or they have gradient colors in their logo. We can accomplish this as well, we just need to do a different imprint process called full color. This is a photograph quality imprinting where complicated logo's can be accomplished with ease. It looks fantastic and its only \$40 set up per side. (This will always have to be done on a white or gray surface)

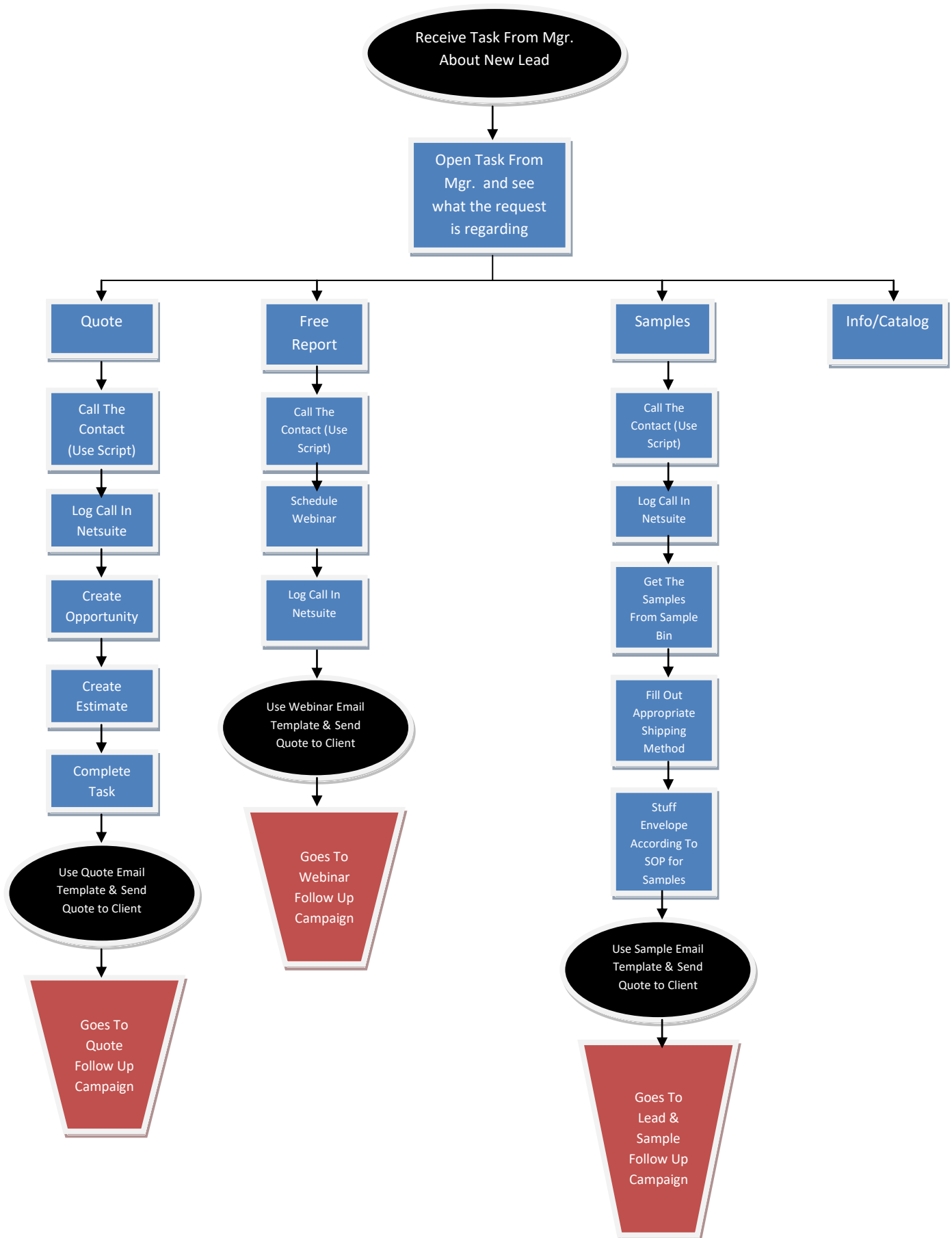
You: Have you thought about adding some Accessories or Packaging to this order?

Accessories: These add a longer branding life to the product. By utilizing key chains or lanyards, potential client's are more apt to put the product on their key chain and use on a daily basis. The small cost of these things far outweighs the branding power the client gets from people using them on a daily basis. Would you like me to include Lanyards or Key Rings in the quote? (Invite them to the website to view different accessories)(Take Notes)

Packaging: Some would say that packaging is a waste of money, but others really believe the statistics that say that a promo item with the right presentation makes the campaign sink or swim. So have you thought about adding some powerful packaging to your order? (Invite them to the website to go Over Packaging Options)(Take Notes)

Log Call: Log the call in the Estimate you prepare, not the contact.

Email New Lead Flow Chart



ESOP-NLQ

Email Lead Wants A Quote

Policy: You must call the lead as soon as you get it. Any leads not called by the end of the day will be reassigned. Do not email the lead unless you have talked with the client about the quote first.

Policy: If you are unable to reach the lead by phone, you may leave a message (see voicemail script), and then you can send the Email (Unable to reach) template

Reason: I want you on the phone with the client SELLING, not on an email QUOTING. I want you to get involved with the order. I want you to understand what it is they are doing and wow them with your kick ass knowledge of the product, and how they can use it to produce huge returns for their clients.

ESOP-NLQscripts

"Hi (Client) , This is (You). I received an email from you that said you were looking for a quote on (product they requested). Let me confirm a few things here and I'll get the quote right out for you.

Okay, What are some of the details of what you need a quote on? (This is where you start to get the products they want)

WHAT NEEDS TO BE COVERED DURING THE DETAILS OF THE QUOTE

What Item Do They Want- (additional) Is this a quote where they would like you to put a couple of different styles together, or does their client have their mind set on a specific product? (Take Notes)

What Capacity Is Needed- (additional).... Why that capacity? What are they using them for? (Take Notes)

How Many Do They Need- (additional)....Who are they giving them away to? (Take Notes)

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Uploads- We can add up to a 100 MB upload to the order at zero cost as well. This is a great way for your client to get their e-catalog distributed, facebook link, website link, youtube video...etc. As long as they are giving them away it should have some branding on the inside as well, right? It's a great value added suggestion for your client that you can provide for FREE.

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Packaging: Some would say that packaging is a waste of money, but others really believe the statistics that say that a promo item with the right presentation makes the campaign sink or swim. So have you thought about adding some powerful packaging to your order? (Invite them to the website to go Over Packaging Options)(Take Notes)

ESOP-NLQvoicemail

Voicemail Script: Hi _____, this is _____ with US Flash & Technologies. I received an email request for a quote on some items. I was working on it and I had a couple of questions I needed to ask before I could finish it up. Please give me a call back at phone number. Talk to you very soon.

ESOP-NLQ-1

Log Call: Log the call if you talk to them. Log the call if you leave a voicemail. If you do talk to them make sure that you log some details about the call.

ESOP-NLQ-2

Complete The Task: You Manager has given you a task to complete on each and every lead that is received. You need to make sure that this is completed only after you are finished actually sending out a Quote to the client.

ESOP

Email Lead/Request

Policy- Every Email Lead/Request received in a day is to be answered through Netsuite by the end of the day (Either by call or email). Every Task given by VP of Business Development to complete in a day is to be accomplished.

ESOP-1

Marketing Manager Records the Info & Sends To VPBD

Step 1: Marketing Manager receives the leads/requests to their email account. Every marketing piece should have an offer/promo code/phone number/email address that the clients respond to in order to be able to track the marketing campaigns being run.

Step 2: The marketing manager will note what campaign the request is responding to, by putting the campaign in the email sent and forwarding the request to the VPBD.

ESOP-2

VPBD To Search Netsuite For Account

Step 1- Search the company name in Netsuite Search (Hint: You should be typing this in as they are giving the spelling to you)

- Use the Global search in the top right. Use the “%” sign then type in the word that you think is the least popular. (i.e.- AAA Wholesale Services- Look Up “%Wholesale”) also, you can try to look up the contact as well (Use the same tip as above).

The screenshot shows the Netsuite Global Search interface. At the top, the user is logged in as "U.S. Flash & Technologies - EMP0009 Gerhardt, Gabe (Administrator)". The "Global Search" bar contains the text "%wholesale" and a "Go" button. A list of search results is displayed below the bar, including customers, prospects, and contacts. Annotations with arrows point to specific elements: one points to the search bar, another to the "Contact: Alyssa Acken" entry, and a third to the "Contact: Stan Lamonavich" entry. A table at the bottom shows a comparison of "This Month vs Last Month" for various metrics, with a "Total Found: 1954" at the bottom.

U.S. Flash & Technologies - EMP0009 Gerhardt, Gabe (Administrator) | Sign Out | Help

Global Search Search

This will show if the found data is a contact, customer, prospect, or Lead

This Shows What Company, the contact belongs to

Setup	Support	Period
lers)	↕	This Month vs Last Mo
	↕	This Month vs Last Mo
	↕	This Period vs Last Pe
Month	↕	This Month vs Last Mo
	↕	This Month vs Last Month

Customer: ACC0022 AAA Wholesale Services, Inc.
Customer: ACC0822 Kevin's Wholesale
Prospect: ACC1667 Pro Biz Wholesale Inc
Prospect: ACC2326 Wholesale Imprints
Contact: Alyssa Acken (ACC0822 Kevin's Wholesale)
Contact: Kristin Bender (ACC0822 Kevin's Wholesale)
Contact: Nan Leventhal (ACC2326 Wholesale Imprints)
Opportunity: OPT10136 5/2/2011 (ACC1667 Pro Biz Wholesale Inc)
Opportunity: OPT10793 6/1/2011 (ACC2326 Wholesale Imprints)
Opportunity: OPT11142 6/22/2011 (ACC0822 Kevin's Wholesale)
Contact: Pat Tibbits (ACC1667 Pro Biz Wholesale Inc)
Contact: Stan Lamonavich (ACC0022 AAA Wholesale Services, Inc.)

ange
1.7%
0.0%
1.2%
100.0%

Total Found: 1954

Name ▲	Primary Contact	Phone	Email	How Did You Hear About Us?	Association
1 Dav Sions					

If the initial search you do, pulls up too much information- add more words to the search to see if you can get it narrowed down more. Or try by the contacts name.

Policy: This is a very important function to be able to do Properly and Quickly. The calls need to be directed quickly to the correct person without error. Duplicate entries mean that some BDM will not get credit for the work they are going to put it.

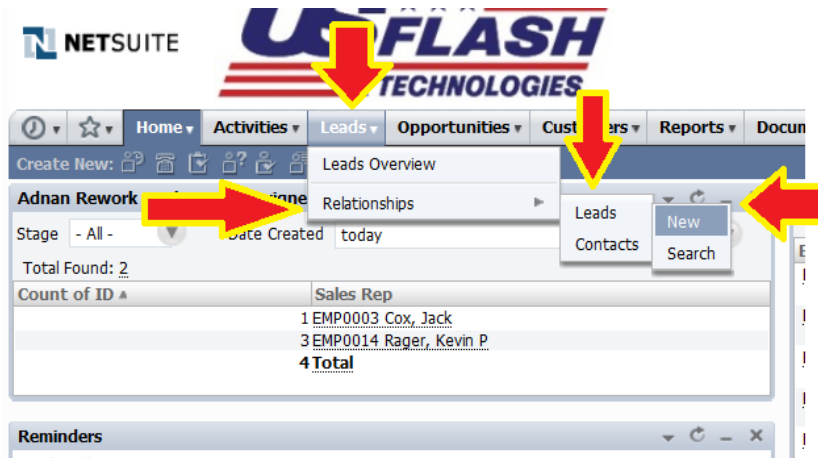
Step 2- IF you do find the name of the company or the person, click on the company/contact to find out which BDM it belongs to. (See screenshot below)

ESOP-3

Input Data From Request In Netsuite

Step 1- Click On New Lead

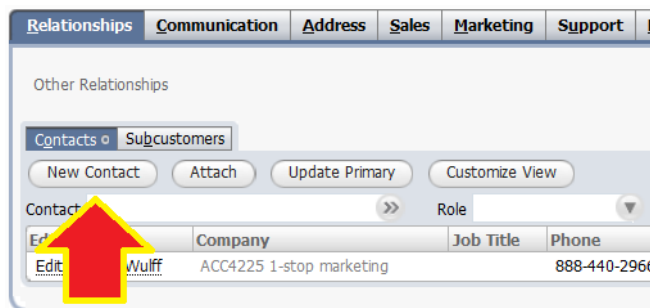
- Hover The Cursor Over Leads Tab > Relationships > Leads > New



Step 2- Fill Out The Appropriate Fields and Click Save

The screenshot shows the 'Primary Information' form for creating a new lead. The form includes fields for Customer ID, Status, Sales Rep, Company Name, Address, and Association Number. Red arrows indicate the sequence of fields to fill out: Customer ID, Status, Sales Rep, Company Name, Address, and Association Number. The 'New' button is visible in the top right corner.

Step 3- Click New Contact and Fill Out Contact info



New Contact

Save Reset Cancel

Primary Information

* Contact Role Mr./Ms... Job Title

Name Category **Best Buyer**
Buyer
Dream 100
Former Buyer

Company ACC4225 1-stop marketing

Email | Phone | Address

Email Main Phone Fax

Historical Invoices

A+ Sage Rating Submitted ☐
5 Star ASI Rating Submitted ☐
Requested Free Report ☐
Scheduled Webinar ☐

If The Client Asks For A Free Report, Please Click This Check Box

ESOP-4

Check The Lead Log

Disburse the lead according to the lead log search on your dashboard. If a BDM did not qualify for leads that day, make sure to notify PM and AC and do not disburse leads to that BDM.

File Edit View History Bookmarks Tools Help

Netsuite Inc. (US) https://system.netsuite.com/app/...

Most Visited Getting Started Latest Headlines

Home - NetSuite (U.S. Flash & Techn...

[April] Top Sales Rep This Month:

Date: all

Total Found: 7

Sales Rep	Count of SOs shipped	Sum of Revenue
EMP0004 Tangerini, Nate	14	14,468.25
EMP0003 Cow, Jack	10	12,436.00
EMP0017 Jacobson, Clay	4	10,747.00
EMP0002 Rager, Kevin P	5	8,501.75
EMP0014 Rager, Kevin P	7	5,746.00
EMP0015 M...	1	4,330.00
None...	0	0.00
Total	41	56,229.00

Leads Assigned To Reps Today

Sales Rep	Total
EMP0003 Cow, Jack	11
EMP0002 Raczka, Nick	13
EMP0004 Tangerini, Nate	17
EMP0017 Jacobson, Clay	17
EMP0014 Rager, Kevin P	22
Total	80

Date Range: this month View Report

Reminders

230 New Leads To Add To Constant Contact

Key Performance Indicators

Indicator

- New Leads
- New Opportunities
- Open Opportunities
- Opportunities Lost
- Opportunities Won
- Open Quotes

[Gabe] Confirmations Sent/In

From-To: 8/29/2011 - 9/16/2011

New	Edit	View	In
8/29	Edit	View	8/29
9/2	Edit	View	9/2
9/6	Edit	View	9/6
9/7	Edit	View	9/7
9/9	Edit	View	9/9
9/11	Edit	View	9/11
9/11	Edit	View	9/11
9/11	Edit	View	9/11
9/11	Edit	View	9/11
9/11	Edit	View	9/11
9/11	Edit	View	9/11

Gabe Open Orders:

From-To: 6/30/2011 - 9/9/2011

New	Edit	View	In hand
6/30	Edit	View	6/30
9/9	Edit	View	9/9

ESOP-NLFR

Email Lead Wants To Get The Free Report

Policy: You must call the lead as soon as you get it. Any leads not called by the end of the day will be reassigned. Do not email the lead back unless we do not have a phone number for them

Policy: If we do not have a phone number for them, use may email the FR Email Template back to them.\

Policy: If we do not get a hold of the client, you may leave them 1 of the 5 voicemails scripted for you.

Reason: I want you on the phone with the client SELLING the Free Webinar. Getting them scheduled on this webinar will give them the tools they need to win you orders. The goal of this webinar is to give these guys tools to become a top distributor. Dealing with top distributors that have the right tools in their tool box to get orders for you is a better use of your time and crucial to your success.

YOU: Hi, is this _____ from US Flash & Technologies. I received a not here that said you are looking for our " _____ " report, right?

Client: Yep,

YOU: Perfect, _____, did someone refer you to us to get this report, or how much do you know about the report?

Client: Not Much, Just got the letter in the mail (saw the ad in the magazine) and it sounded interesting, etc

YOU: "Okay, well let me tell you what that is. We started off with 700 pages of raw data, and we know you won't read 700 pages of raw data. Who's got the time, right? So we condensed that information down into a very tight, dynamic, educational 28 minute executive briefing. It's taught live via the web by our CEO, Gabe Gerhardt. You may recognize the name if you have seen the last couple of issues of Counselor or Advantage magazine. Who as well as being a highly trained speaker, has also developed key insights and marketing strategies that have catapulted US Flash to be ranked "The No.1 Fastest Growing Supplier". He does a few webinars each week. Let me tell you how this works.....

"We underwrite the cost entirely. There's no cost to you whatsoever. When we have scheduled webinars , we arrange for you to attend one from the comfort of your office. You don't even have to travel."

"A lot of people we talk to will gather some of their key staff for the experience. The entire experience only takes about 38 minutes, and some people set it up as a "Lunch and Learn" for key staff and hold it in their conference room." You'll get the chance to ask questions specific to your clientele, and how to crack open new accounts in those industries.

"I'm the Manager of Client Education, so I'll coordinate everything, including a one-page memo I have that outlines what will be covered, and we give you this with our compliments. It's a way to help our distributors be more successful, so it's certainly good for us."

"The information is outstanding. We retained a Fortune 500 research firm and they studied some of the most advanced trends on how to be more successful in the promotional product industry. Plus, they found some dangerous trends too; ones that you should definitely be aware of. In any event, do you have your calendar handy? Lets see when you might have an hour over the next couple of weeks so we can schedule something for you."

(Give them two dates and times...Get them scheduled and get their email to send the link to. After scheduling them.)

YOU: "Now, I want to make sure that the information we present is as potent as possible for you, so tell me how many clients do you currently service now? (Take notes) How do you currently open doors to new business? (Take notes) How is that going for you? (Take notes) Is there anything that you would like us to cover specifically for you? (Take Notes)

YOU: "Great! You will definitely enjoy the education. I'll get the email off to you in the next few minutes and we'll see you at the presentation.

Voicemail Scripts

Voicemail Script #1

Hi, _____, _____ with US Flash here. The reason why I was calling was because we recently commissioned a study on the alarming increase of consumers going direct online, and bypassing distributors all together. In fact, recently, we found that over 40% of promotional goods are being purchased outside distributors and its growing. We found out why they are going that way, and how to win against it. We have a Free “executive briefing” we would like to give you. If you are interested in going head to head against this growing online market and winning, you can give me a call at XXX-XXX-XXXX ext. XXX. Thanks. You won’t be disappointed.

Voicemail Script #2

Hi, _____, _____ with US Flash following up with you in regards to our Free Executive Briefing that we are offering to the distributors in our area as a way of putting our best foot forward. As you know we as a supplier rely on you the distributor to be successful. We recently commissioned a study as to why distributors were dropping like flies. It turned out it was a little worse than we thought. Distributors were closing their doors for good at the rate of 1.5 every hour. The most prominent reason, because business’ were buying online, and forcing distributors to slice margins to nothing to compete. Our study shed some fantastic insight as to why, and what you can do to win against this growing trend. As I said we are giving away these 5 ways distributors are throwing away business for free. If you are interested in increasing your sales and margins against the online market, give me a call at XXX-XXX-XXXX ext. XXX. It will be worth your time, I promise.

Voicemail Script #3

Hi, _____, _____ with US Flash. Reason for the call today.....Loss of clients, loss of sales, and loss of margins due to the increased amount of business’ buying online instead of through distributors. The Last survey done was over 40%, sure its higher now. We succeed when you succeed. So we commissioned a study that reviewed over \$3 million worth of industry data to find out why this was happening and how we can stop it. The Free Executive Briefing we have for you is both shocking as to what is going on, and eye opening on the strategies to combat it. So if you would like to have to tools to get new customers, or win when your clients says “I found this price online, can you match it” (without cutting your margins) Call me and get this Free Report.....XXX-XXX-XXXX ext. XXX.....You will be glad you did.

Voicemail Script #4

Hi, _____, _____ calling again today in follow up to the offer we sent via mail for our Free Executive Briefing “5 Ways Distributors Are Losing Business to An Online Market”. Its no secret by now that you know the Promo Industry has dropped over \$4 billion over the last few years. Where did that money go? We commissioned a study to find out.....You have probably heard more than once from your client, “I found this price online, can you match it.” We have a free executive briefing on how to increase your sales, clients and margins in this evolving online purchasing economy.

Voicemail Script #5

Hi _____, _____ with US Flash leaving a message for you. We found out there are five things that will put distributors out of business in the next few years. Some of them you may know, some of them will surprise you and you will thank us for telling you about them. We’re just providing this service to give back to the promotional product community. We have put together an Executive Briefing “5 Ways Distributors Are Losing Their Business To Online Sales”. Its absolutely Free, and its our public relations effort to help our Promotional Product Industry. Give me a call to get these insights that will help you increase sales and margin in this direct sale economy.

ESOP-NLFR-1

Schedule the webinar using the webinar schedules given to you for the week.

ESOP-NLFR-2

Log the call: Log the call if you scheduled a webinar. Log the call if you left a message and which VM script you used.

ESOP-NLFR-3

Use The Webinar Template to send to your manager so your manager can send them the appropriate email

ESOP-NLFR-4

Complete The Task: Your Manager has given you a task to complete on each and every lead that is received. You need to make sure that this is completed only after you have called the lead and made proper notes in the system.