



PROVIDING PROFESSIONAL TELEMARKETING SOLUTIONS AND DIRECT MARKETING TO COMPANIES OF ALL SIZES IN THE UNITED STATES AND CANADA.



Who We Are

National Marketing Solutions is a six year-old, **U.S. based** company that offers a wide variety of services in business to business marketing. Combining the latest technologies, along with a seasoned staff of professional sales agents, our clients receive the best possible results. While we specialize in new client acquisition, lead generation, and sales, we also run several “special request” projects. Our current customers have experienced phenomenal growth over the years and we have been with them every step of the way.

What We do:

National Marketing Solutions’ goal is to increase your cold calling, marketing, and lead generation results. Instead of knocking on doors or wasting your highly compensated employees’ time on the phone, you will have high quality leads sent to you each day by our seasoned agents.

Our agents are trained using our unique “*THREE YES*” system to ensure each lead we generate will meet your requirements of a qualified and interested lead, thus maximizing your time and increasing overall production.

Our unique approach to marketing will quickly expand your customer base. Whether you are a *medical billing provider, office equipment distributor, software development company*, or you cater to any unique market, National Marketing Solutions will locate, contact, and qualify prospects that are interested in **your** company and meet **your** pre-defined requirements.

Research has shown that traditional marketing such as mass mailing, broadcast faxing/e-mailing, and passive advertising has an extremely low rate of return for your marketing dollar (historically less than 1%). Targeted business to business telemarketing has proven to be the most successful and cost effective method of marketing and National Marketing Solutions has it mastered.

How it works:

- We start with one of our nationwide databases (over 30 million businesses) and develop a customized database using your specific information to create an intelligent and targeted database, specific to your desired industries.
- Then, using a well developed and pre-approved script, which utilizes our unique “*THREE YES*” system, we call and screen potential clients for your company. We uncover any needs they might have and professionally present your company. We can also email/fax them an information package about your company and services upon request.



- Once a prospect is identified, all pertinent information is gathered and there is a sincere interest. The prospect is now considered to be a lead.
- At this point, the lead must pass our quality assurance guidelines. If the lead is still weak, National Marketing Solutions will further pursue the lead before forwarding it to you as a qualified lead. We will not send your valuable sales representatives on lukewarm calls. When National Marketing Solutions sends you a qualified lead, you can trust that the prospect is ready for change.

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Standard marketing services:

- ◆ Direct Sales
- ◆ Lead Generation
- ◆ Seminar Seating
- ◆ Market Surveying

Some of our Clients Include:

- Xerox Agencies - Lead Generation
- Rapid Refill  **RAPID REFILL**
PRINTING SMARTER
- AIMED  **AIMED**
- Jan-Pro  **JAN-PRO**
- Safety Services  **SAFETY SERVICES**
- Medical Billing - Lead Generation
- Fleet Safety Advisor - Outbound Sales
- Insurance Brokerage - Marketing
- Refrigerated Builders  **Refrigerated Builders**
- Cyrus One  **CyrusOne**
- Omnitrans  **OMNITRANS**
GOING PLACES. FAST.
- Rhino FPE 
- Aflac  **Aflac**

What to Expect:

Assigned phone agents make approximately 175-200 calls daily, 22 to 25 calls per hour. (These numbers can vary with each market.)

Our unique “*THREE YES*” system requires that the prospect tells us yes to three different qualifying questions. For example:

- 1) Yes, they are interested in your company's services.
- 2) Yes, they would like direct contact from you.
- 3) Yes, they are the decision maker.

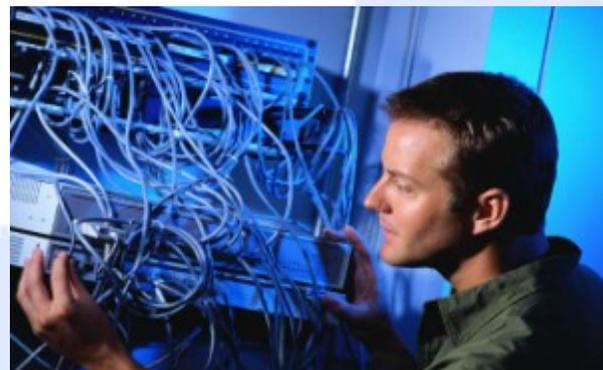
At the end of the initial 20 to 90 Day Test Market Pilot Program, a conference call will be scheduled to determine the program effectiveness and future commitment.

Why Use National Marketing Solutions?

- **No long term commitment.** Each project is started as a 20 to 90 day Pilot Program to assess the program’s effectiveness.
- National Marketing Solutions has over 6 years experience and 100 agents with the capacity to expand.
- Over 30,000,000 listings for potential leads in our Nationwide and Canadian Databases.
- The ability to customize a database to fit any product or service.
- Capacity to field inbound calls.
- National Marketing Solutions **specializes** in Business to Business marketing.

Frequently Asked Questions:

- ? **How many leads will I get?**
Every project varies. Depending on your specific market, you could average from 4 to 15 leads per week.
- ? **Can you use your own database?**
Yes. We can start with your current database, then load fresh numbers later if needed.
- ? **Can I purchase an entire database from you?**
The full database that we call on can be purchased at the end of the program, giving you all of the updated information and notes from each call.
- ? **What information is provided on the leads?**
Aside from the basics (Company, Contact, Phone Address, etc), we can harvest and provide any information that you request. Each qualified lead will contain detailed notes about the call. Sample leads are available upon request.



WWW.NATLMARKETINGSOLUTIONS.COM

All client information is kept confidential. We will not disclose or sell your information to anyone.

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