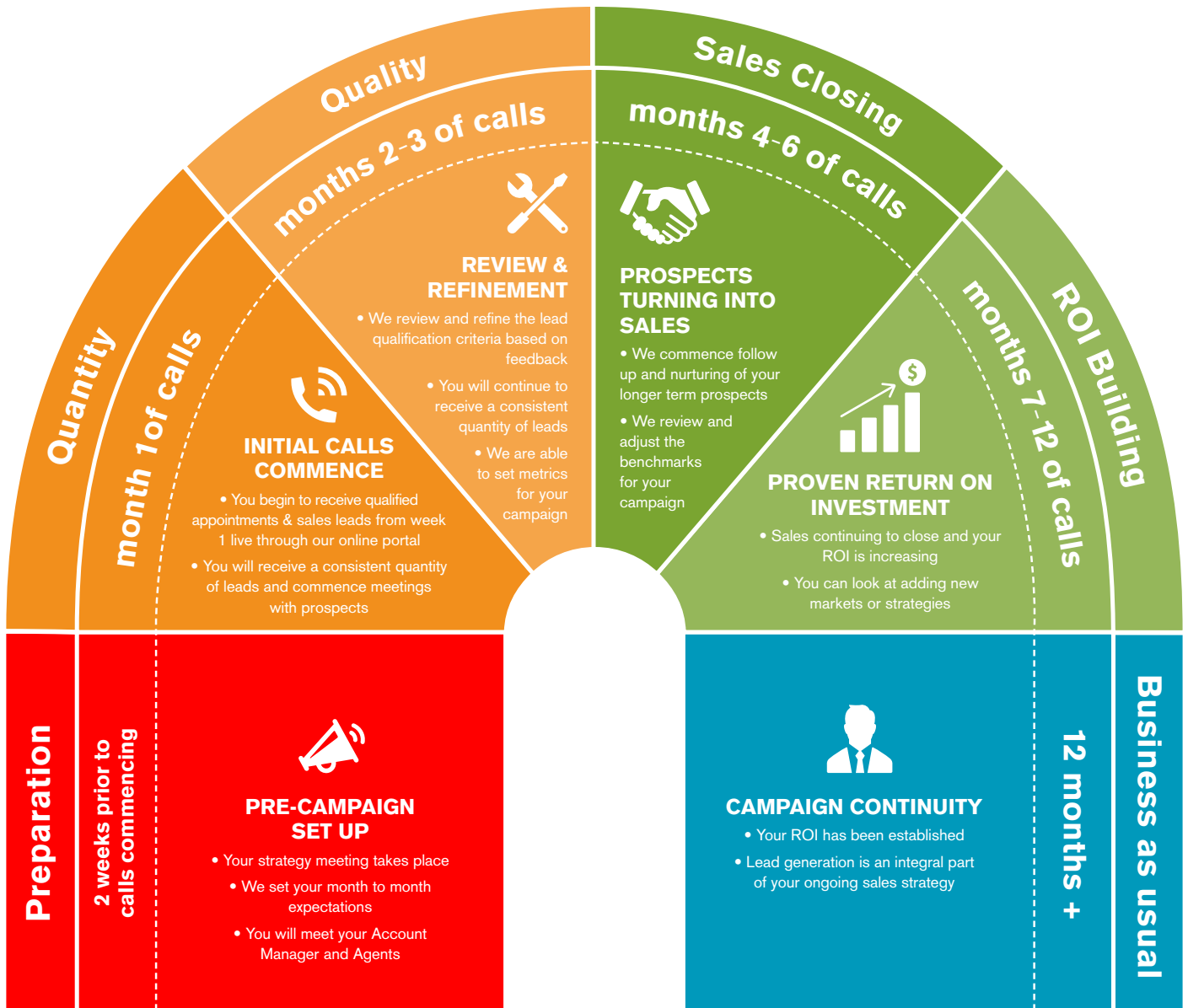


Lead Generation Timeline

Successful lead generation is not a short term strategy. When you partner with FMG this is what to expect in the first year of your campaign.



 <p>PRE-CAMPAIGN SET UP</p>	<ul style="list-style-type: none"> • Initial Strategy meeting takes place where you meet your Account Manager and Agents. It is from this meeting that your campaign is set up • The strategy / approach for your campaign is determined and scripts, FAQs, email templates and other background information is developed • Your meeting calendar is set up as is the client portal for dynamic online reporting • Prior to calls commencing a training session is held with your Account Manager and Agents ensuring campaign objectives are clear, there is a complete understanding of your product or service and company and any possible objections are addressed. <p>We take the time to set up your campaign properly from the start to ensure we deliver you remarkable results.</p>
 <p>INITIAL CALLS COMMENCE</p>	<ul style="list-style-type: none"> • The focus of this month is on developing a consistent volume of leads • Initial calls commence and you will begin to receive qualified appointments and sales leads from the first week • You will be notified of leads via email and through our online client portal • Your feedback on appointments begins via our client portal. this is critical to assist in refining approach if needed to optimise the campaign <p>By the end of the first month you will be attending meetings with prospects.</p>
 <p>REVIEW & REFINEMENT</p>	<ul style="list-style-type: none"> • Your campaign will continue to deliver a consistent number of sales leads • Refine the lead qualification criteria based on appointment feedback, ensuring only high quality leads are provided • With some experience we are now able to put in place campaign metrics and benchmarks • Consistent number of meetings with qualified prospects will continue • You may also be attending second meetings with qualified prospects from the earlier months • Sales proposals are being issued and followed up <p>You will be seeing a sales pipeline developing and an early indication of likely sales.</p>
 <p>PROSPECTS TURNING INTO SALES</p>	<ul style="list-style-type: none"> • Lead generation continues in line with the developed campaign metrics • Ongoing refinement of the campaign and lead qualification criteria • Begin leading nurturing and follow up calls to longer term opportunities • Sales opportunities begin to close and you will start to see a return on investment <p>At this stage we can start looking at approaching new markets or territories as well as possibly scaling up your campaign.</p>
 <p>PROVEN RETURN ON INVESTMENT</p>	<ul style="list-style-type: none"> • Lead generation continues with ongoing monitoring • A consistent volume of leads are now converting to prospects and customers • Some of the nurtured prospects from earlier months are now also turning into qualified sales leads <p>More prospects are turning into customers with the campaign ROI continuing to build.</p>
 <p>CAMPAIGN CONTINUITY</p>	<ul style="list-style-type: none"> • ROI is established and proven • Lead generation is now an integral part of your ongoing sales strategy • More sales are converting from sales prospects you met with earlier in the campaign. <p>Most clients continue with lead generation as a long term strategy with consistent results ongoing.</p>