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Specialists in Customer Delight

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BUSINESS-TO-BUSINESS TELESales SERVICES

Does your sales team have time to plow through piles of leads looking for the few good ones? If not, the ROI on your marketing programs may be at risk. We solve this problem.

We identify the real leads so your sales force can follow up each one, and still have time to do the rest of their job. Dramatically improve the ROI on your marketing investments. Have us close the loop between marketing and sales.

From our call center in Bloomington, MN, our experienced telephone interviewers provide reliable, high quality support for sales efforts throughout North America.

- Lead Qualification
- Lead Generation
- Email Fulfillment
- Lead Follow up and Nurturing
- Lead Scoring
- Appointment Setting
- For Hot Leads, Live Call Transfers to Your Reps and/or Real Time Email Alerts
- Real Time Web Reporting

Our interviewers are experienced in identifying and qualifying purchase decision makers and influencers in a broad range of job titles and industries.

OUR PROCESS

We input the prospect's feedback directly to a web form during the qualification interview. Our automated email alert or live call transfer can inform your sales force as soon as a prospect says they have an immediate need. We also provide real time web reports of the overall job status and each individual processed lead.

If desired, we can automatically score leads according to your criteria, publish each lead's score on its completed form and generate status reports on leads that meet specified scoring criteria. This may help set your sales team's expectations better than traditional "hot-warm-cold" categories.

CONTACT

Contact us to discuss your unique needs and requirements, and for a prompt estimate. Phone (952) 593-1942 or email sales@millcitymarketing.com.