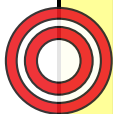


Impact of Optimizing One Aspect (External Telemarketing) of ONE Division of a Company

How they grew revenue by 134% in 12 months by focusing on just 7 drivers



5 STAGES OF THE MARKETING AND SALES PROCESS	Current Statistics			New Target			Actual % Increase	Cumulative % increase
	# per month	%	# per week	# per day	# per month	%	# per week	# per day
Stage 1: INCREASE YOUR LEADS & DRIVE MORE TRAFFIC: GET MORE LEADS!								
(1a.) Outbound Calls*	30,000		7,500	1,500	36,000	20%	9,000	1,800
Stage 2: INCREASE THE EFFECTIVENESS OF YOUR SALES PROCESS								
(2) Meaningful Conversations	6,000	20%	1,500	300	8,280	23%	2,070	414
(3) Appointments Set	2,700	45%	675	135	4,306	52%	1,076	215
(4) Appointment Shows	1,890	70%	473	95	3,444	80%	861	172
Stage 3: INCREASE YOUR SALES CONVERSION: GET MORE CLIENTS!								
(5) New Clients Closed	359	19%	90	18	758	22%	189	38
Stage 4: INCREASE THE TRANSACTION VALUE: GET MORE MONEY!								
(6) Additional Revenue for Upsells**	\$5,387	5%			\$22,734	10%		
(7) Price Increase	\$0				\$42	(\$500 price increase per year)		
Stage 5: ADD MORE VALUE: FOLLOW UP, GIVE MORE AND GET MORE								
TOTAL IMPACT								
Total Revenue Per Month***	\$184,937				\$433,453			
Annual Revenue	\$2,219,238				\$5,201,440			
							Ave: 8%	134%
								134%

Telemarketing is just one part of the division. After this, the company re-engineered event sales, affiliates, renewal processes, etc.

NOTES:

*15 reps x 100 calls per day = 1,500 calls per day x 5 days = 7,500 calls per week = 30,000 calls per month. To optimize, the company simply hired three sales people to make 2,000 calls per month.

**Closing 5% of total appointment shows on \$300 product to closing 10% of total appointment shows on \$300 product

***Number of new clients closed x \$500/month average + additional revenue for upsells

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