



Outsell – Lead Generation for Specialised Technology Companies

“Helping APAC Technology Innovators sell their Technology across the Tasman and the Globe”

Who is Outsell?

Outsell is a small team of mature individuals that assist technology and telco companies in Australia and New Zealand with Direct Marketing including Telephone Based Lead Generation.

We become your sales evangelists. After you empower us with the relevant knowledge about your company; your products and services; value propositions; unique selling points, and the competitive landscape – we can start.....

We do not need to know everything about every aspect of your technology - widget or line of code etc. We just need enough information about your technology to get on the phone and talk to decision makers on your behalf. We will get enough interest for qualified appointments and qualified leads for your sales team and after that it's over to you.....

We also offer telephone based customer surveys to enable Clients to accurately assess their product or service from their customers or prospects and can produce qualified and quantitative results.

Why does Lead Generation work?

1. We do not follow telemarketing scripts as such.
2. We all have IT backgrounds
3. We all have enough “between the ears” to portray your sales message to the appropriate decision maker
4. We are all accustomed to dealing with decision makers whatever size company
5. We become the seamless external arm of your sales force.
6. Quick and cost effective way of increasing sales.
7. Turn on and off when required
8. Yes - telephone based lead generation still works - in sales terms - people buy people first.

Where do we ring?

To English Speaking Countries: Current campaigns include NZ, Australia, USA and UK

Technology

We run a virtual office environment using voice over IP, as well as the latest web CRM Technology – Leadmaster a full suite of CRM and E-Marketing solutions.

Don't take our word for it! – heres an endorsement from one of our Clients:

Richard and the team at Outsell provided the horsepower and the expertise to ensure our direct mail activity had maximum impact, gaining a phenomenal 40% response rate and building a database of new potential clients along the way.

Andrew Charlesworth – Marketing Director – Maclean Computing



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