

TRG Customer Acquisition Services

CONNECT TO HIGHER SALES



Successful sales efforts are a delicate balance of science and art – the science of reaching the right customer at the right time, the art of making a persuasive pitch. Privacy rules, caller ID and do not call lists add complexity to the mix. Let TRG help you overcome these challenges to win new customers and increase sales to existing customers.

BUILD YOUR SALES ON OUR LEGACY

Sales is a highly specialized field, requiring unique competencies. For TRG, sales isn't a sideline, it's second nature.

- TRG was built through the acquisition of proven outsource providers, many of them successful telesales companies.
- Count on us to deliver sales through any mode you choose. Our experience encompasses inbound, outbound, door-to-door, cross-sell, up-sell and customer winback programs.
- TRG's reputation was built by achieving superior sales metrics, including conversion rates, sales per hour and cost per sale.

MANAGING FOR SALES SUCCESS

Our sales culture guides our management strategies and business processes. From TRG's leadership to the front-line people talking to your customers, achieving your sales goals is paramount.

- Experience has taught us what attributes make great salespeople, how to hire them and how to help them succeed.
- Our management structure incorporates compensation plans, incentive programs and coaching strategies to make talented sales people exceptionally effective.
- TRG eases your regulatory compliance burden through strong business processes, management oversight, training, and system safeguards.

CAMPAIGNS THAT DELIVER

Every aspect of your program, from script and selling approach to reporting and analysis, is perfectly attuned to your needs.

- In collaboration with your in-house experts, TRG helps you produce effective scripts – relevant, appealing and personalized.
- We take a scientific approach to improving and replicating success with extensive measurement and analysis of lists, offers, scripts and agents.

TRG Customer Acquisition Services

(PAGE TWO)

HARNESSING TECHNOLOGY TO ENHANCE SATISFACTION

Better technology means more sales calls, higher quality interactions and higher conversion rates.

- With industry leading software, state-of-the-art infrastructure and innovative proprietary systems, we deliver the sales you want within your time frame and cost parameters.
- Increase sales and cut costs with TRG's proprietary SATMAP call mapping software. SATMAP intelligently analyzes demographic and other variables to match each call with the agent most likely to close the sale.

THE RIGHT FIT FOR YOU

We understand that your company and your customers are unique. You won't have to fit your needs to our business model.

- Creative partnering strategies are a hallmark of our client relationships.
- Through co-sourcing and other inventive implementations, we help you leverage existing resources, while adding new capabilities.
- Multi-dimensional customization lets you choose from global contact centers, an array of selling strategies and multiple customer communication channels.
- Benefit from a brand-centric, proactive and fully scalable program that achieves your sales goals.

At TRG Customer Solutions we consider ourselves a strategic extension of your business. Our steadfast focus is on making the right connections with you and between you and your customers. We are fully committed to delivering everything you want from your global outsource partner.



COMPREHENSIVE SALES CAPABILITIES

- Outbound/inbound telesales
- Turnkey sales campaigns
- Lead generation and qualification
- Door-to-door sales
- Appointment setting
- Direct response
- Order taking/fulfillment
- Dealer locator technology
- In-depth reporting and analysis

TRG OFFERS:

- On-shore, near-shore, and off-shore locations
- Multi-channel interactions – IVR/Phone/Fax/Mail/Internet
- Outsourced or co-sourced implementation
- Multi-lingual capabilities
- Intelligent call routing – **SATMAP**
- Best-in-class technology and infrastructure platforms



8375 Dix Ellis Trail
Suite 101
Jacksonville, FL 32256 USA

877-TRG-2TRG tel.
www.trgcs.com

www.trgcs.com