

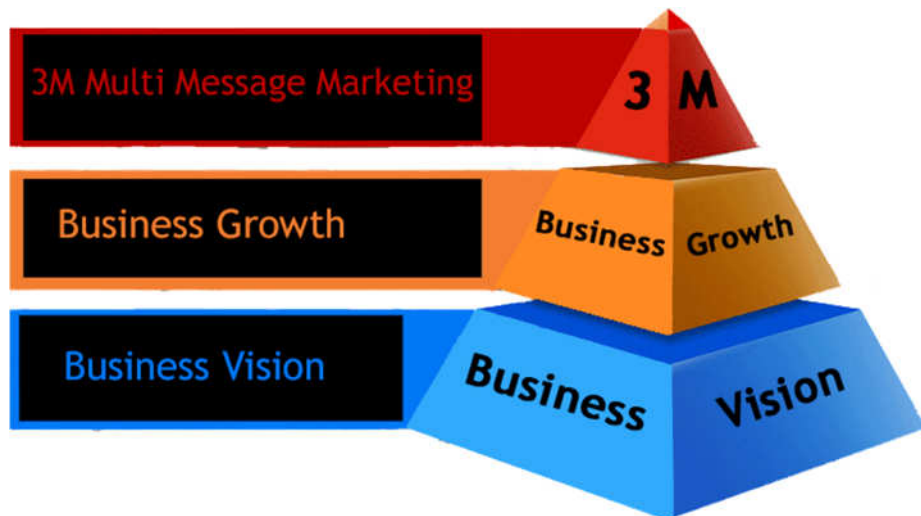


## Custom Marketing Packages

We are pleased to offer several marketing packages to suit a variety of needs for our commercial clients.

**Business growth plan** - Designed for a company that is interested in testing telemarketing and determining the effectiveness for their market and industry. **Features:**

- **Contact list**- Will provided by Rich Enterprises if based upon type of business (SIC codes), number of employees, and geographical factors.
- **Program outline** –Customized scripting and training materials to define approach, program goals, and objections.
- **Four week pilot program** -Ten hours each week of marketing and contact with your prospective clients to generate leads or set appointments.
- **Daily reporting** – Detailed daily documentation of each call completed and detailed lead report with contact information, recent conversations and history, and action item for the client.
- **Consultation with Program Manager** - as needed to improve and refine program.



**Business Vision Plan** - This program is designed for small to mid-sized companies with clearly defined marketing objectives and a strong understanding of how marketing campaigns can increase their sales and further develop their sales pipeline. This package will include all features of the above package **plus** the following features:

- Pilot program consisting of twenty weeks with twenty hours per week.
- Bi-weekly conference call to discuss results.
- Distribution of appointments to multiple sales representatives.

**Custom Packages** -We also understand that the above packages may not suit your specific needs. We would be happy to develop a custom program that better meets your objectives and goals. To obtain a detailed proposal, please contact us for more information.



## Quick Profiles And Related Statistics

### Company Profile

- We offer a wide array of marketing and telephone services designed for small to mid sized clients.
- We are a boutique type operation and our services cater to each client's needs. We consistently modify our services and approach to adapt to our clients.

### Staff Profile

The statistics below will illustrate the experience level and maturity of our staff:

- Average age is 45 years old which is considerably higher than our competitors.
- 80% have some college or a Bachelors degree. Our team is well educated.
- Our staff has an average of 22 years of business experience each and cold calling experience averages 6.4 years each. Our team is able to generate interest in complex products and services due to their high experience level.
- Average length of stay with Commercial Leads Corporation is 3 years – which is phenomenal for this industry.



### Client Profile

- Small to medium companies with 1 –5 sales representatives.
- Over half of our business (55%) is repeat customers or referrals from current clients.
- Business from all types of industries including hvac, refrigeration, energy, manufacturing, marketing, and other products and services.

### Objectives and Goals for Our Clients

- Increase current and prospective sales with a full sales pipeline through long term programs.
- Quick boost in sales and profits with short-term campaigns.
- Increase return rates with previous or current customers.
- Significant enhancement in average monthly sales with lead generation and/or appointment setting programs.
- Market research to gather names of decision makers, titles and phone numbers for future marketing endeavors.