Executive Telemarketing Process Guidelines

Establishing Calling Patterns

Flashpoint calls each prospect three times (with a 7-10) window in between calls or unless we are otherwise instructed. This may include information requests, not interested, or I would like to speak with someone about pricing.

Consistent Representation

When speaking with prospects or leaving voice mails we always represent ourselves as an employee of your firm. The reason for this is simplification and focus. If we had to explain what Flashpoint is and why we are calling for your firm it would make things needlessly complex and draw attention away from the service sale.

Reporting

Flashpoint offers a number of reporting formats to keep you updated on the status of efforts throughout the engagement. A more detailed discussion of this can be found later in the document.

Never Discuss Pricing

None of our professionals ever discusses pricing with a prospect. This is not an area we should be speaking about. When these requests come in they are directed to a member of your firm.

Prospect Qualification

Flashpoint has a checklist of questions used to qualify opportunities. They are designed to provide you with as much information as possible when passing a lead to your firm.

Defer to Client

Although everyone of our staff is experienced and understands the accounting industry process, we are not experts and never represent ourselves as such. As a result, when prospects have technical questions we defer to the client.

Appointment Scheduling

As a general rule we do not schedule appointments for professionals at your firm. The reason for this is since professional services are relationship sales we feel it is important to connect your professionals with a prospects as soon as is appropriate in the process. Moreover, we believe it provides the opportunity for that individual to further qualify the opportunity.

FLASHPOINT
MARKETING

PO Box 3857
Minneapolis, MN 55403
Tel 888.428.6524
www.flashpointmarketing.biz