

PIPELINE

DIRECT MARKETING SOLUTIONS

Telemarketing Services

Lead Generation
Experts for the
Software Industry



WWW.PIPELINEDMS.COM

TELEMARKETING

As a demand generation activity, telemarketing continues to be either a hit or miss proposition for many software companies. Not only does business-to-business telemarketing suffer from the ever prevalent business-to-consumer stereotypes (you know, the annoying cold calls you get during dinner), but a poorly executed telemarketing program can turn into a financial and marketing disaster with little or no measurable results. That's the bad news.

Here's the good news. At a time when resources and budgets are exceedingly tight and when there is more pressure than ever for marketing departments to generate highly qualified leads for their sales teams, many software companies have found telemarketing to be the foundation of their marketing and lead generation success. Only telemarketing can provide multiple levels of integration and effectiveness – allowing for the optimization of your demand generation efforts and the highest possible return on your marketing dollars.

While it may not be considered trendy, glamorous or “cutting edge”, telemarketing may be the most powerful medium available to get real lead generation results. Successful software companies today understand what a valuable tool the phone can be and how an effective telemarketing process can not only generate highly qualified leads, but lower marketing costs and shorten sales cycles. So if your company needs more leads...that's great news!



About Us

Pipeline Direct Marketing Solutions is a full-service direct marketing agency with more than 15 years of experience in creating, designing and implementing successful lead generation programs.

We have helped software companies across the country increase demand for their products and services, identify new prospects and generate highly qualified leads for their sales teams. Our telemarketing services are delivered with one thing in mind – results.

Our focus is on the high-tech, software marketplace only. All of our clients are business-to-business, software providers, vendors or VARs. We understand the complex selling process, the often lengthy sales cycles and the multiple individuals that influence the overall decision-making process. It's our deep understanding of the software industry that has enabled us to build a proven telemarketing solution, based on industry best-practices, which will solve your most challenging marketing and lead generation goals.

Regardless of whether you sell your product and services through a direct sales team or through channel partners, we have the experience and knowledge to build a telemarketing solution that delivers highly qualified leads with the maximum return on your marketing investment.

THE PIPELINE DIFFERENCE

Price

We know the pressure you're under. You need results. What you don't need is to pay more than you have to...and we know that as well.

That's why when you partner with PipelineDMS, you'll never have to worry about results or your budget. Our \$39.00/hour rates are the lowest in the business-to-business, software industry. While many companies don't like to talk about their pricing or fees upfront, we're proud of our pricing model. Why? Because unlike other companies, we've actually been "in your shoes". The entire management team at PipelineDMS comes directly from senior management positions at leading software companies. No other marketing company is more qualified to really understand your lead generation demands.

It's that experience that has shaped one of our core business principles – generating results with a focus on delivering the highest return on your investment. We know how important that is to you, which is why it's important to us.

With PipelineDMS you'll never find any hidden fees, excessive start-up costs or high overhead costs...just results.

Software Industry Experience

Only PipelineDMS can offer over 15 years of experience in creating, designing and implementing successful telemarketing programs solely focused on the high-tech, software industry.

Our focus on the software industry means you'll be getting an immediate ROI for your marketing dollars. With PipelineDMS you'll never have to "re-invent the wheel" or experiment with new techniques or processes. We know what works in the software industry – and maybe more importantly, we know what doesn't work.

Why choose a company that is less than 100% focused on your market? The combination of our knowledge of the software industry and our lead generation expertise means one thing to our clients:

More results.

More than Telemarketing

Any tactical lead generation activity, including telemarketing, is only one component of a successful marketing plan. Few companies today can rely on just one activity to generate steady, consistent lead generation results. No one understands that better than PipelineDMS.

As a full service direct marketing agency, we are uniquely qualified to be your single-source partner for true lead generation success. We realize that at various times your marketing team may need additional resources, services or expertise to meet your ever changing challenges. You'll never get any high pressure sales pitch from PipelineDMS, but what you will get is peace of mind that you have a marketing partner with the experience and knowledge to help solve any of your marketing issues.

Why waste time and effort working with various vendors when PipelineDMS can provide all of the services and programs you need to simplify and accelerate your success.

"Pipeline truly understands not only demand generation and telemarketing, but they also understand our industry and our marketing challenges.

Our results with Pipeline were excellent...and at about half the cost of other telemarketing firms"

- Matt Dircks
President
FullArmor Corp.

OUR PROCESS = YOUR SUCCESS

An Extension of your Marketing

While we have based our calling process on industry best practices, one of the most important aspects of our process is that we tailor each program to the specific needs and objectives of each client. We realize every software company is unique and may need different components for their programs to be successful.

By taking the time to understand your marketing goals and objectives, we truly become a seamless extension of your marketing efforts. That's why we look at every telemarketing campaign as not only a lead generation activity, but an opportunity to add significant value to your overall marketing strategy.

In addition to lead generation efforts during a telemarketing campaign, many companies may need to collect email addresses for their database, add additional contact names, generate additional company profile information, etc. So in addition to generating leads, your phone efforts will also generate information, intelligence and relationships – all components that add up to long term success.

High-Tech, High Results Staff

Let's face it...when you're using the phone, your results are only going to be as good as the person on the other end of the line. The greatest telemarketing plan or strategy will quickly fail without a qualified, confident phone specialist that knows how to effectively communicate with your prospects.

If you want your phone conversations to sound like a third-party, stereotypical telemarketer calling from a script, you can select just about any telemarketing firm. If you want your phone efforts to reflect the professional, experienced and knowledgeable demeanor you expect from your own staff – then you need PipelineDMS.

Our staff doesn't jump around from industry to industry on different campaigns. We don't try to be experts in various industries. We specialize in one market only – the software industry.

Our staff thoroughly understands the software industry and the process companies go through when they evaluate and purchase software solutions. There is no learning curve when you partner with PipelineDMS. Our understanding of the technology marketplace and knowledge of the buying process enables us to quickly produce the results you need.

Call Structure - not Scripts

While using call scripts may be an acceptable practice for consumer based, high volume, boiler-room operations - scripts simply do not work in today's business-to-business, technology market. Using scripts as part of a call process can almost always guarantee failure in our industry.

We have developed a unique telemarketing process that utilizes a call structure instead of a call script. This call structure may very well be the real secret to our success as it changes the dynamics of the phone call from a one-sided dialogue to a real conversation. Our structure provides a framework for our staff to ask a variety of questions, listen and provide a consultative approach based on the needs and answers from each prospect.

So instead of sounding like a traditional telemarketer trying to pitch yet another product, our call structure enables our staff to actually engage in conversations with prospects. These call structures and subsequent conversations allow our staff to quickly communicate and form a relationship with a prospect.

The only way to get results from telemarketing is to have actual conversations. Nothing is more effective at generating conversations than our proven call structures. Simply put; more conversations mean more results!

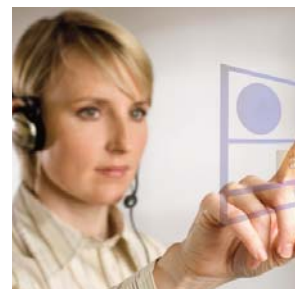
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