



## Two Step Telephone Marketing

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Creating an Unfair Advantage

I used to think having "unfair advantages" in business took radical measures. Now I am confident that so few companies are even applying the fundamentals, that today it is realistic for even the smallest of businesses to have unfair advantages.

John Valenty  
Founder and CEO

### Earnware Features

- Web Manager
- Contact Manager
- Campaign Manager
- E-Mail Manager
- Message Distribution
- And Many More...

### Services Offered

- Web Strategy
- Web Design
- Content Development
- Permission Marketing
- Response Handling

### Two-step telephone sales lets your team spend time only with the most qualified prospects.

Chances are, few sales teams can effectively manage the number of prospects who express an interest in your products and services.

Pre-qualifying, informing, following-up, managing, tracking, and converting a large number of sales inquiries is clearly a formidable challenge. Providing personalized service is another story altogether. Even for modest advertising budgets, the majority of companies fail to maximize sales opportunities due to gaps in their sales process.

70% of all sales are made over the telephone. Sales teams are spending the bulk of their time either in front of prospects face-to-face or on the phone building and solidifying relationships. It's clear that sales people can only be in one place at a time, limiting the number of new contacts in any given day.

With so much time spent on the phone and a limited number of hours in the day, it is more and more important to optimize your team's phone time and effectively identify the most promising opportunities?

### Two-step sales automation maximizes phone time

An Earnware automated phone and fax sales strategy has proven to substantially increase sales performance by capturing more pre-qualified prospects and immediately delivering them to the sales team for fast follow-up.

24 hour phone and fax information-on-demand allows sales teams of any size to capture, present, qualify, sort, connect, and follow-up with an unlimited number of prospects automatically, ensuring that live phone time is spent with those who are already familiar and interested in your offer.

### Here's how it works...

The system starts with professional, pre-recording audio recordings relevant to your offer, products, services, and promotions. Your recordings are accessed by your prospects through a convenient toll-free number 24 hours every day. Your advertising directs prospects to listen to prerecorded information in a friendly, non-threatening environment. Callers request automated fax literature and order forms, or immediately connect with a live representative at any location. Voice mail is available from any phone or Web browser.

### To learn more contact:

800-800-8273