

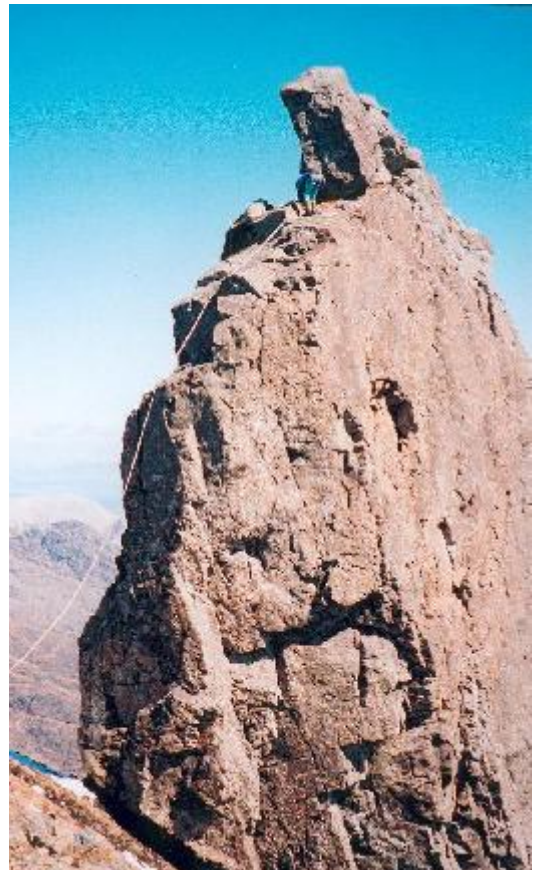


PINNACLE BUSINESS SUPPORT

Pinnacle Business Support is one of Northern Ireland's leading outbound telemarketing companies providing a premium quality service at real value for money prices.

Pinnacle was launched in 2005 and has experienced significant growth ever since due to the integrity of our people and the vision of MD Kathy Faulkner. Recently, the company secured financial backing from Pharmalink Consulting providing much needed support to help us achieve our expansion plans and underpinning our commitment to delivering a world class service to every customer.

But not only have we experienced growth but our clients have all achieved their goals and also experienced growth and are a testament to the dedication and professionalism of the Pinnacle team. Our vision is to be the premium provider of business support services across the UK and Ireland and we believe that our team has the depth of experience and relevant management skills required to deliver for all our customers in this competitive market.



Outbound Telemarketing

- ✓ **Precisely targeted**
- ✓ **Personal**
- ✓ **Direct**
- ✓ **Interactive**
- ✓ **Appointments set**
- ✓ **Follow up calls**
- ✓ **Flexible**
- ✓ **Immediate results**
- ✓ **Quantifiable**

Very few businesses can survive without an effective on-going lead generation and appointment setting strategy. And research shows that telemarketing remains one of the most efficient marketing tools available. A professional outbound telemarketing service can generate qualified leads, arrange appointments on your behalf and help you to maintain contact with your existing customers.

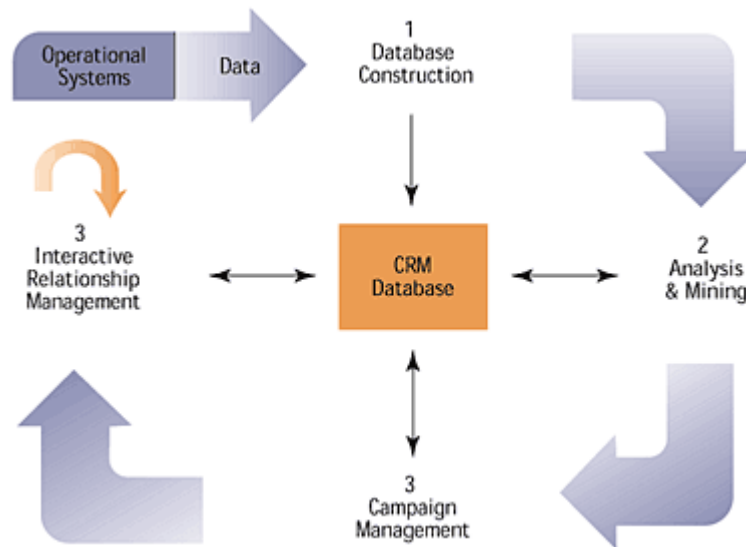
The Pinnacle team of highly trained telemarketing professionals are experts in their field and we work closely with our customers to deliver a quality business-to-business service.

Outsourcing your telemarketing function means that you have more time to meet prospective customers and removes the need for tying up resources qualifying your database.



Database Management

The success of any outbound telemarketing campaign is dependent upon the quality of your database. In short, an up-to-date marketing database containing quality data is essential for ensuring that your marketing efforts are concentrated on the right people.



However, data management, although being critical to the success of your telemarketing campaign, is normally the area that is neglected.

Database Cleansing



Data cleansing is time consuming and requires the skill and expertise of a professional to ensure that all the records are cleansed effectively and efficiently. Pinnacle provides high quality data cleansing services. We will cleanse the data and structure your database in whatever

format you require to maximise the results of your marketing campaign.

And because we have been in business for over 6 years, we can even provide quality, cleansed data to our customers that fits the customer profile required.

Quality B2B Lead Generation

Outsourcing your sales lead generation to Pinnacle makes perfect sense.

- ✓ **You will have access to a team of professional lead generation experts**
- ✓ **Highly skilled and dedicated team**
- ✓ **Lead generation can be switched on and off to suit your needs**
- ✓ **No need to employ, train and motivate a specialist lead generation team**
- ✓ **Cost effective**
- ✓ **Flexible**
- ✓ **Measureable**
- ✓ **Tailor-made to suit your individual needs**
- ✓ **Target driven**

Sales lead generation is the backbone of any marketing campaign but is probably the function that your sales team like least. Your sales team want the maximum number of quality leads with the minimum of effort. In addition, finding talented lead generation telemarketers can be time-consuming and expensive.

Our lead generation experts know how to utilise your database effectively, get the decision-maker on the phone, generate interest, ask the right qualifying questions and most importantly book top quality sales appointments for your team.

Our b2b sales lead generation service is second-to-none and is backed by state-of-the-art telephony and a sophisticated dialling system which means that your lead generation campaign is both efficient and cost-effective.

Mystery Shopping

The demand for a quality mystery shopping service is greater than ever as companies recognise the value in maintaining a loyal customer base that is happy with the service you deliver. Higher customer expectations, increased consumer legislation and increased competition could mean that the service you provide is your only real competitive advantage.

So, it could be vital to long term survival to incorporate a mystery shopping service as part of your marketing strategy.



Mystery shopping can identify areas of weakness, or below par customer service and present opportunities for development and training.

Pinnacle's recorded telephone mystery shopping service is an effective means of measuring the effectiveness and quality of your service delivery. We will work with you to set clear objectives for the mystery shopping campaign monitor and control the outbound calls and provide you with a detailed report on the outcomes of the campaign.

Customer Satisfaction Surveys

It seems obvious that businesses should try to satisfy their existing customers. But, it is a sad fact that many businesses are more interested in generating new sales leads than keeping their existing customers happy.



Generally speaking, satisfied customers will return and buy more, they will tell other people about their experiences, and they may well pay a premium for the privilege of doing business with a business that they trust.

Marketing statistics suggest that the cost of keeping a satisfied customer is only one tenth of winning a new one.

Therefore, when we win a

customer, it makes sense to hang on to them. Pinnacle has recently added a customer satisfaction survey service to their portfolio. The service is delivered through telephone based customer service questionnaires which are low cost, easy to control and can be turned around in a short space of time.



- ✓ **Low cost**
- ✓ **Easy to manage**
- ✓ **Rapid results**
- ✓ **Measurable results**

Why Pinnacle Business Support?

Every business needs to market its products and services in order to remain competitive.

This is especially true in the current economic environment. So, maximising budgets and measuring return on investment are central to maintaining your customer base, increasing sales volume and profitability and securing the long term viability of your business.

Pinnacle Business Support can help you achieve these goals utilising our portfolio of outbound telemarketing services which are proven, trusted and tailor made for you. And we will deliver the service in a totally professional manner that is in keeping with our customer service ethos and your expectations.

We know you won't be disappointed!

- ✓ **Interactive**
- ✓ **Personal**
- ✓ **Direct**
- ✓ **Data**
- ✓ **Set appointments**
- ✓ **Precisely targeted**
- ✓ **Proactive**
- ✓ **Flexible**
- ✓ **Quantifiable**
- ✓ **Immediate results**

To find out more about how Pinnacle Business Support can help you generate qualified sales leads, arrange appointments, maintain contact with existing customers or find out how you're doing then either call us on **028 9044 6349** or visit us at www.pinnacletelemarketing.com.