



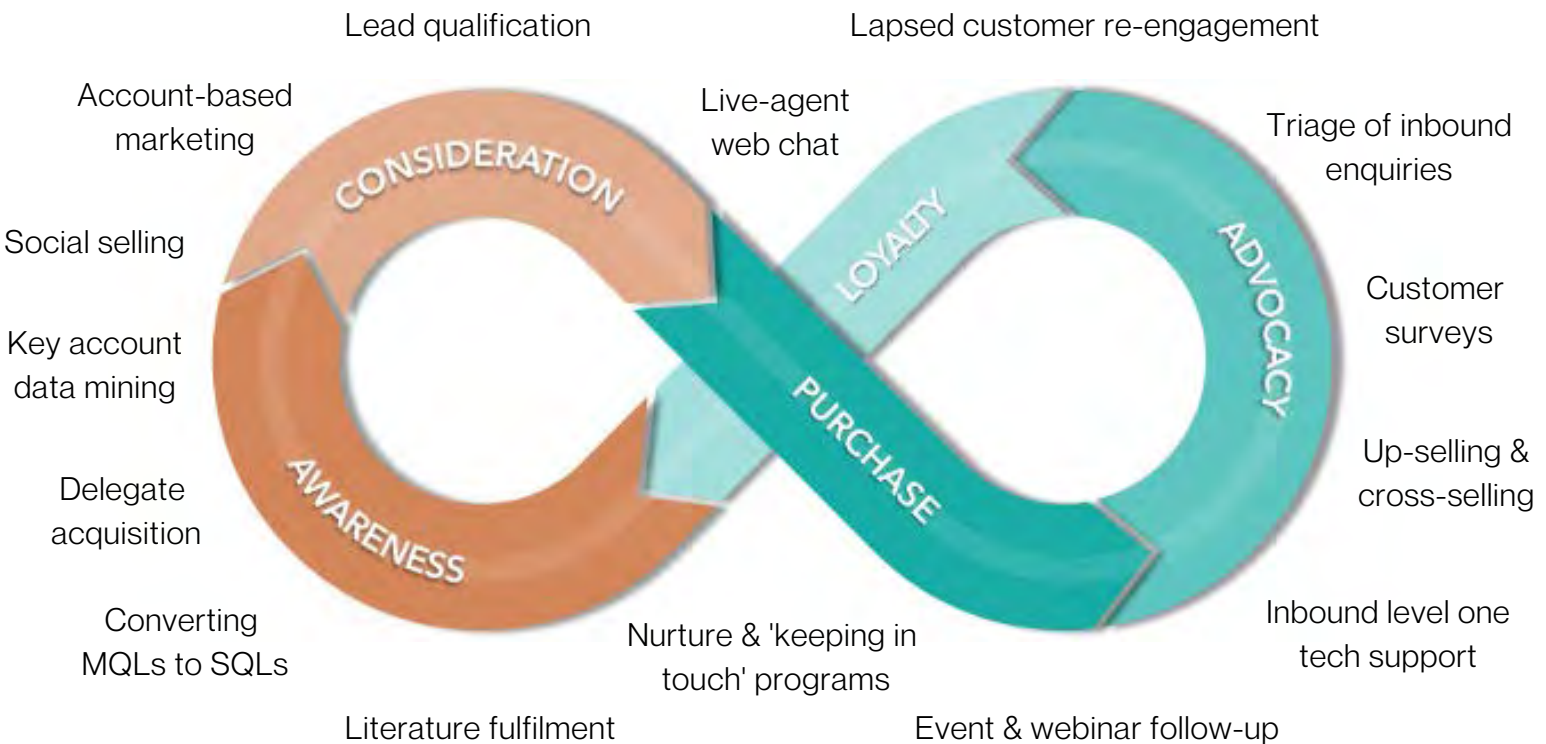
THE  
CALL  
BUSINESS

# IGNITING CONVERSATION



# HOW WE CAN HELP YOUR BUSINESS

Wherever your customers are on their journey, TCB will enhance their experience. From first-line engagement to turning lapsed customers into loyal advocates, we optimise at every stage to improve ROI and deliver business impact.



- We help you to get more ROI from the leads that your marketing team generate.
- We drive customer engagement and growth by starting informed and intelligent conversations with your customers.
- We talk to the prospects that you don't have time to talk to.
- We work as a seamless extension of your team.

## WHO WE ARE

### **About us**

The Call Business is a multi-lingual, B2B, lead qualification and business development agency. Established in 2012, we have grown to a team of 40+.

### **Our business developers**

The team are experienced professionals and don't work with rigid scripts. Instead, we learn about your business at the outset and then work with proposition guides, crib sheets and FAQs. This allows us to have authentic, natural conversations with your existing and potential customers

### **Our management team**

Supporting our business developers are the management team plus copywriters, webchat strategists, data protection and data management experts and specialists in social selling.

### **Flexible business support**

Our whole team work together to provide an efficient, managed service in multiple languages to support global growth. We often run pilot projects in just two or three languages to establish benchmarks, before rolling out globally. You can dial the level of support that we provide up or down to meet your business needs, avoiding the pitfalls of directly employing staff.

### **Our infrastructure**

Although our head office is in the UK, our team work remotely from home offices around the world. Our business systems are secure and cloud-based to facilitate this.





## MULTILINGUAL SERVICES

We offer business growth services in multiple languages with staff based in Europe, the Americas and Asia Pacific. Our staff includes 'mother tongue' native speakers in the languages below and we are happy to facilitate additional language support where needed.

- English
- Spanish
- Czech
- Hindi
- Japanese
- German
- Italian
- Turkish
- Gujarati
- Korean
- French
- Portuguese/Brazilian
- Arabic
- Chinese
- Indonesian



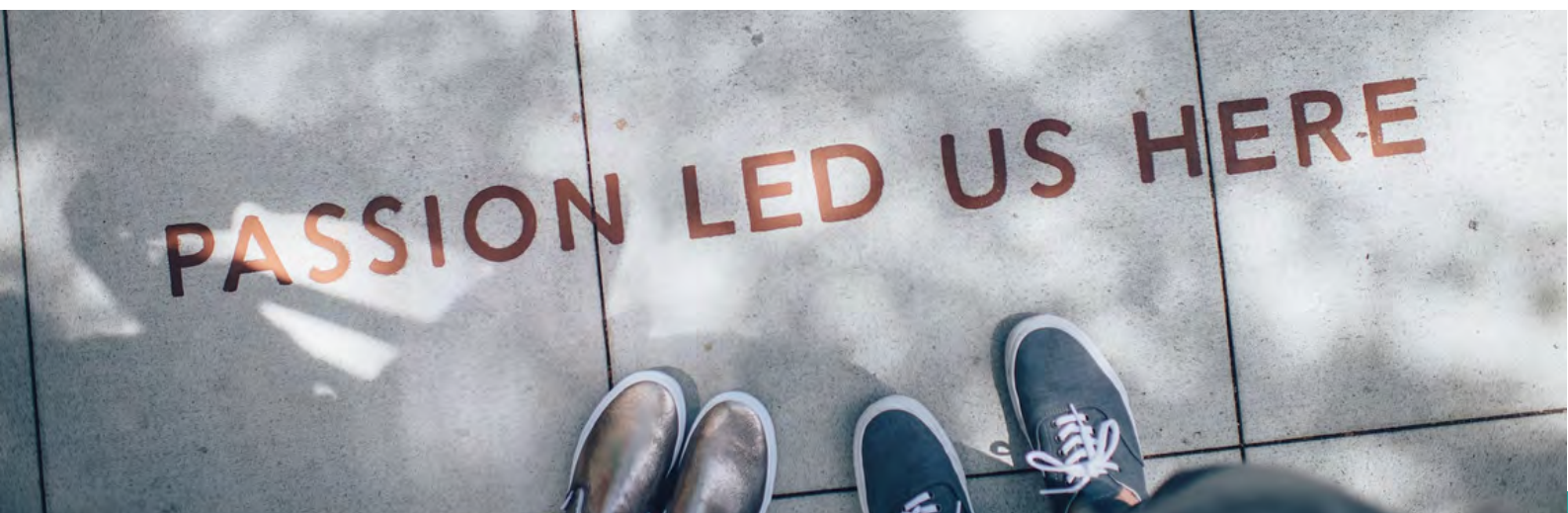
## LEAD QUALIFICATION SERVICES

In its most basic form, lead qualification is identifying whether a lead or prospect is ready to purchase from you. In most organisations, those prospects who 'raise their hand' and proactively request a call or ask for costs are passed straight to sales. But there are often many other prospects who simply register for a webinar or download material from the website. These are often referred to as marketing-qualified leads and, in many cases, there are too many of them for sales to deal with. Acting as the bridge between sales and marketing, we can engage those prospects to identify any that warrant being passed to sales (sales-qualified leads).

Think of it as a lead generation triage; assessing the prospects' needs and the best treatment required, by identifying where they are on the customer journey and what the most appropriate next step is.

If this process doesn't happen or isn't carried out correctly it can result in sales teams being overwhelmed by hundreds of leads, with a large proportion of them never converting into paying customers.

Done correctly it will enable you to increase the ROI from the leads that marketing generates.




## HOW DO WE QUALIFY LEADS?

We start one2one dialogue with your potential customers as early as possible in the customer journey. Our calling style positions your business as a customer-centric, service-oriented organisation.


We use light-touch key engagement questions based on the principles of BANT (Budget, Authority, Needs, Timing). The insights from these questions enable us to identify those who are ready to start a dialogue with your sales team. Those who show a spark of interest but are not yet ready to buy can then be nurtured to keep your products and services front of mind.

We can do the time-consuming 'keeping in touch' activity which is so valuable to those in the early stages of their customer journey. Your sales team can then keep focus on those customers who are ready to buy. And, of course, as well as engaging new prospects, we can reach out to past customers, both dormant and lapsed, to re-engage, build customer loyalty and stimulate future sales.

Whether you have website enquiries, event follow-ups or people who have downloaded your latest content, we can talk to them to understand where they are in their purchase journey to ensure you maximise the opportunity to make sales.



**With a multilingual team, we can engage and qualify your leads wherever they are in the world, whatever language they speak.**







## LIVE AGENT WEB CHAT

Our clients have found that by implementing live-agent web chat, the number of sales leads is increased. Webchat provides a rapid-response channel for existing customers to get help and support but it also dramatically increases the level of engagement with potential customers by starting a one2one dialogue earlier in the customer journey.

We can provide live-agent chat in multiple languages so that customers can converse in their mother tongue. This positions our clients as being customer-centric and service-focused, which helps us build strong relationships pre-sale.

We work during local business hours around the world, so that we can answer your customer's questions in real time.



# ACCOUNT-BASED MARKETING

As well as providing lead qualification services, we offer support to clients who are taking an account-based approach to their marketing. Account Based Marketing targets individual companies with tailored content and campaigns. We work collaboratively with our client's sales and marketing teams to support their Account-Based Marketing by providing a combination of key account mining and social selling.

## Traditional Marketing



## Account-Based Marketing



In both instances, we identify target accounts based on various parameters such as industry, company size, annual revenue, location, etc. Once the key accounts have been identified, the next step is for us to map the key decision-makers and influencers associated with these accounts. Content is then served to those targets which is specifically tailored to resonate with them.

For Account-Based Marketing, one size definitely does not fit all and content needs to be as personalised as possible. It's not for everyone, and it is not intended to replace mass marketing initiatives that are geared toward driving awareness and traffic. But Account Based Marketing will help drive clear ROI and measurable sales results.





THE  
CALL  
BUSINESS

**IF YOU WOULD LIKE TO FIND  
OUT MORE, TALK TO ANDI CATT**

[www.thecallbusiness.com](http://www.thecallbusiness.com)

e: [andi.catt@thecallbusiness.com](mailto:andi.catt@thecallbusiness.com)

t: +44(0)1489 663150

m: +44 (0)7941 302805

