

Optimizing Sales Performance



Provide your company with the focused sales efforts it requires. Outsource your sales function to Callbox.

Our people are able to determine a business sales solution that will produce optimal results according to your particular need. We can provide a new or complementary sales team and/or simply augment top performers, fill gaps or assist in the evaluation and realignment of an existing team. You will get improved results from an outsourced sales component because our team will bring a level of consistency and best practices to your company that's often too difficult to achieve and maintain with an in-house staff.

Callbox provides valuable sales insight by developing a selling process, implementing the strategies and managing a dedicated sales team. With minimal upfront investment, you can benefit from years of management experience, proven processes and industry expertise which ranges across multiple markets, including IT and software, finance, medical products and services and telecommunications.

We put our sales and marketing expertise to work by carefully studying your business objectives and obstacles to provide the most appropriate solution. Integrated with our sales and marketing support, we provide clients with PipelineCRM®, Callbox's relationship management solution. PipelineCRM® is designed to give convenience and flexibility over the entire sales process

Outsourcing sales reduces operating costs and allows your company to concentrate resources on what you do best – developing your product, and closing deals.

Launched in Los Angeles, California, Callbox provides global market access for businesses in the US, Singapore, Malaysia, Australia and the United Kingdom.

THE CALLBOX ADVANTAGE

Market-proven Sales Professionals

Metrics-based, performance-driven sales professionals

Extensive sales and marketing experience using advanced sales tools and methods

Deep domain knowledge on a wide range of industries and verticals

Senior-level communication expertise with global business leaders worldwide

Global Database Repository

Most comprehensive, highly targeted business information covering global industries

In-depth business and professional profiles finely indexed for multi-variable complex search criteria

Customized business information - generated, compiled, analyzed and organized daily

Dedicated in-house research teams and Data Specialists working 24/7

Continuously refined and updated information

Advanced Software and Systems

Engineered from the ground up for true digital multi-channel operation

Robust network management for 100% uptime, quick ramp-up, and unlimited scalability

Automated real-time delivery of both sales and research information through various mediums (web, voice, email, sms, IM, etc.)

24/7 availability of expert technical support team

SERVICES

directMARKETING

- Lead Generation and Appointment Setting
- Lead Nurturing
- Phone Invitation
- Phone Survey
- Tradeshow Leads Follow-up
- Direct Mail Campaign
- Email Marketing

webMARKETING

- Keyword Research
- Search Engine Optimization
- Pay-Per-Click
- Link Building
- Web Copy Writing
- Blog Writing

mktgCOLLATERALS

- Brochures
- Sell Sheets and Flyers
- Postcards
- Email Templates
- Newsletter Templates
- Landing Pages
- Websites

salesSUPPORT

- LiveChat
- LiveAssistants
- Order Taking
- Travel Reservation

salesDATABASE

- Prospect Lists
- Database Cleanup

CALLBOX SERVICES

Direct Marketing

Callbox offers a complete suite of services for effective business to business (B2B) marketing. We make tons of cold-calls, send emails, conduct surveys and follow-up leads to help clients increase sales, build customer loyalty and generate new business. We help businesses generate specific responses from targeted groups of customers, focus limited resources where they are most likely to produce results and measure the success of campaigns accurately by analyzing responses. Our Direct Marketing services include:

- Lead Generation and Appointment Setting
- Lead Nurturing
- Phone Invitation
- Phone Survey
- Trade Show Leads Follow-Up
- Direct Mail Campaign
- Email Marketing



Callbox Services:

Direct Marketing

- Lead Generation and Appointment Setting
- Lead Nurturing
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- Phone Survey
- Trade Show Leads Follow-Up
- Direct Mail Campaign
- Email Marketing

Web Marketing

- Keyword Research
- Search Engine Optimization
- Pay-per-Click
- Link building
- Web Copy Writing
- Blog Writing

Marketing Collaterals

- Brochures
- Data Sheets
- Postcards
- Email Templates
- Newsletter Templates
- Landing Pages
- Websites

Sales Support

- Live Chat
- Live Assistants
- Order Taking
- Travel Booking

Sales Database

- Prospect Lists
- Database Cleanup

Web Marketing

Callbox's web marketing services help businesses leverage the internet to quickly multiply profits. We tie together creative and technical aspects of the internet, including design, development, advertising and sales. Our online marketing experts can help put companies on the fast track to profits with web marketing strategies that are designed to increase online visibility, attract new prospects, convert leads into sales and maximize the lifetime value of customers. Our web marketing services include:

- Keyword Research
- Search Engine Optimization
- Pay-per-Click
- Link building
- Web Copy Writing
- Blog Writing

Marketing Collaterals

Callbox's creative team can craft high-impact, creative marketing collateral designs in tune with a business' image and overall marketing message. Our marketing collaterals creation service help businesses get their message out to prospects effectively and build their brand credibility. We create attractive and relevant sales and marketing collaterals that showcase the value of a business' product or service to help bring in more business. We can create :

- Brochures
- Data Sheets
- Postcards
- Email Templates
- Newsletter Templates
- Landing Pages
- Websites

Sales Support

Callbox's marketing and sales support solutions help clients optimize marketing, sales productivity and accelerate revenue. Our sales support tools ensure total customer service and application support to business operations for better product and service performance and reliability. Our sales support specialists offer 24/7 maximum sales force support, making sure businesses don't miss any opportunity for a sale. Our sales support services include:

- Live Chat
- Live Assistants
- Order Taking
- Travel Booking

Sales Database

Callbox takes pride in its global business sales database – a helpful resource in business lead generation. Our sales database is home to complete contact information of top level management. We provide up-to-date, accurate business information and help businesses build stronger, more reliable lists. Aside from providing lists, we can clean up a business' in-house database by updating records, removing duplicates and correcting erroneous information. Our Sales Database services include:

- Prospect Lists
- Database Cleanup

Callbox is an industry award-winning full service sales and marketing firm that provides global market access via direct marketing, web marketing, sales support, database services and advanced sales force management.

Callbox enables revenue growth by accelerating market capture through comprehensive modern marketing: global database mining, best practice search marketing, and dedicated, professional, results-driven marketing staff. With proven sales and marketing expertise, Callbox allows businesses to focus confidently on their core competencies and goals.

Launched in Los Angeles, California, Callbox provides targeted foreign and domestic market access, to leading industries such as software, information technology, financial, medical and business services from its offices in North America, Europe, Asia, and Australia.