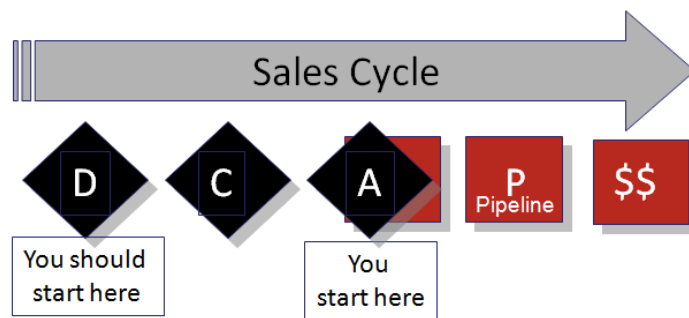


As a company/franchisor, our first line sales channel (Independent Sales Professional or Franchisee) is highly motivated to succeed and eager to follow the path to success that we design for them. They want to control their own destiny and look to us for a step by step way to be successful. However, we unwittingly hamper their success by starting our guidance at the wrong point in the sales cycle. And, the results are higher than necessary ISP turnover and longer than desired ramp-up for Zees.

The Problem: We begin our guidance with ‘what to do when in front of a prospect.’ When, in fact, the selling process starts with ‘how to get in front of a prospect.’ A ‘customer acquisition’ process that starts with a phone call is given scant, if any, attention. Why? We have never been able to design a comprehensive, customized telephone process that is proven, easy to operate and would help our folks to achieve measureable results. We may know the pursuit plan we would like them to execute, but we don’t know how to enable them to do it.

The Solution: Have your trainer work with Contact Science to put your Best Practice into MyKlpz. We will pre-build one or more Best Practices just for your folks. These Best Practices will include the number and frequency of calls, plus the scripts, voicemails and emails that create the perfect pursuit process. Whether the names being called are warm leads or from a cold list, the business process is exactly the same, only the messaging changes. And, the more efficient your folks are in making the calls, the greater the percentage of names that will convert into meetings.



Then, we will assign a Promo Code for you in our shopping cart. When your folks register for MyKlpz, their account will come pre-configured with all of the Best Practices you created for them.

Contact Science can work with you in several ways to create a more successful telephone prospecting business process. We can provide:

- Roll-up reports to help you establish performance Benchmarks for your product /market. Everyone will know how much activity it takes to generate a customer and can measure themselves against that standard.
- Manager level training for your staff so they can use the reports to analyze and to recommend steps to improve the process and to improve performance of individual callers.
- Custom training sessions (live or video based) to address prospecting issues that are specific to your product/market.
- Ongoing program involvement, including working directly with the ISP/Zee to hone their personal skills.

MyKlpz is a great *Quick Start* strategy. It is easy to learn and simple to use. MyKlpz automates the very first step in the business process of finding new customers **in exactly the way you want it done**. Give your sales channel the option to subscribe to a MyKlpz version that you designed for them.