

	<h1>"Marketing designed with businesses in mind"</h1>					
HOME	SERVICES	OMI ADVANTAGES	INDUSTRIES SERVED	ABOUT OMI	FAQs	CONTACT US

» Industries Served

- » [Financial Services](#)
- » [Publishing](#)
- » [Insurance](#)
- » [Conferences, Seminars & Events](#)
- » [Industrial](#)
- » [Construction Materials Suppliers and Wholesalers](#)
- » [Pharmaceutical](#)
- » [Information Technology](#)



Client's Business Type**Financial Services:**

Have serviced as large as the nation's 10 largest banking interests to small, localized community banks.

Campaign Description**Lead Generation:****Market:**

- » Previous Customers
- » Current Customers
- » Prospects

Programs:

- » Present new or existing products and services.
- » Address questions pertaining to products and services.
- » Fulfill requests for literature and follow up.
- » Qualify potential interest.
- » Set firm appointments to meet with or call customer or prospect.

Customer Retention:**Market:**

- » Current Customers

Program:

- » Customer satisfaction surveys.
- » Determine interest in potential or new products or services
- » Verify accuracy of existing contact information.
- » Obtain additional or newly required contact information.

Comments

"The return on investment is higher than any other form of marketing activity aimed at up selling and cross selling to our existing customers".

"Our own executives are free to use their time 100 percent on closing new business".

"Our percentages of closings versus contacts made has improved dramatically".


"Our staff no longer need to handle cold calling and can concentrate on banking rather than selling".

"Our new business generation has far exceeded our greatest expectations".

"Allows us to conduct random campaigns as required without upsizing our customer services or other departmental staffing sizes".

"The accuracy, volume, and speed of information verification or gathering, is way beyond anything we have ever accomplished in-house".



<u>Client's Business Type</u>	<u>Campaign Description</u>	<u>Comments</u>
<p><u>Publishing:</u></p> <p>Have serviced a wide variety of publisher's that publish and distribute:</p> <ul style="list-style-type: none"> • Textbooks and educational materials for teachers and students at every level from Primary Schools through to Colleges and Universities as well as Public Libraries. • Reference works ranging from educational, general knowledge, special hobbies and interests, through to specialist industry, vocation and occupational use. • Directories and journals • On-line publications and newsletters. <p> top</p>	<p><u>Sales:</u></p> <p>Market:</p> <ul style="list-style-type: none"> » Previous Customers » Current Customers » Prospects (Cold Calls) <p>Programs:</p> <ul style="list-style-type: none"> » Present new or existing products and services. » Offer special promotions such as pre-pub pricing. » Fulfill literature requests and follow up with sales close. » Offer On-line Demos and follow up with sales close. » Feasibility studies for new and potential products. » Solicit subscriptions and trials. 	<p>"Our sales volumes were higher than we were able to achieve through face to face calls by our field representatives".</p> <p>"We were able to contact more customers much more quickly than we could by using our own in house sales force".</p> <p>"Our new business contacts are up on any prior years since we began out-sourcing our sales and using Direct Phone Marketing as our primary method of generating sales".</p> <p>"Our costs are considerably lower using Direct Phone Marketing compared with Direct Mail. It is a much higher return on investment for us".</p> <p>"We would never have achieved this quality or volume of cold calling effectiveness ourselves".</p> <p>"We have learnt to stay within our own expertise as a publisher and leave our marketing needs to the experts"</p> <p>"Allows us to conduct random campaigns as required without upsizing our sales, customer services or other departmental staffing sizes".</p> <p>"The accuracy, volume, and speed of information verification or gathering, is way beyond anything we have ever accomplished in-house".</p>

<u>Client's Business Type</u>	<u>Campaign Description</u>	<u>Comments</u>
<p><u>Insurance:</u></p> <p>Have performed work for agents, brokers and corporations. Have offered full range of insurance products and services to consumers and businesses.</p>	<p><u>Lead Generation:</u></p> <p>Market:</p> <ul style="list-style-type: none"> » Previous Customers » Current Customers » Prospects (Cold Calls) <p>Programs:</p> <ul style="list-style-type: none"> » Present new or existing products and services » Address questions pertaining to products and services. » Fulfill requests for literature and follow up. » Qualify potential interest. » Set firm appointments to meet with or call customer or prospect. <p><u>Renewals/Retention:</u></p> <p>Market:</p> <ul style="list-style-type: none"> » Current Customers <p>Programs:</p> <ul style="list-style-type: none"> » Customer satisfaction surveys. » Determine interest in potential or new products or services » Offer bonus for re-signing. <p><u>Database Scrubs:</u></p> <p>Market:</p> <ul style="list-style-type: none"> » Previous Customers » Current Customers » Prospects <p>Programs:</p> <ul style="list-style-type: none"> » Verify accuracy of existing contact information and obtain additional or newly required information. 	<p>"The return on investment is higher than any other form of marketing activity aimed at up selling and cross selling to our existing customers".</p> <p>"Our own executives are free to use their time 100 percent on closing new business".</p> <p>"Our percentages of closings against contacts made has improved dramatically".</p> <p>"Our staff no longer need to handle cold calling and can concentrate on insurance rather than selling".</p> <p>" Our new business generation has far exceeded our expectations"</p> <p>"Allows us to conduct random campaigns as required without upsizing our customer services or other departmental staffing sizes".</p> <p>"The accuracy, volume, and speed of information verification or gathering, is way beyond anything we have ever accomplished in-house".</p> <p>"I used Outsource Marketing for my insurance agency. Their services are thorough and professional. I would recommend them to anyone."</p> <p>"Outsource Marketing exceeded my expectations. They not only helped me increase my business, but they provided detailed results and statistics which were equally valuable."</p>



<u>Client's Business Type</u>	<u>Campaign Description</u>	<u>Comments</u>
<u>Conferences, Seminars & Events:</u>	<u>Lead Generation :</u>	"The return on investment is higher than any other form of marketing activity aimed at up selling and cross selling to our existing customers".
Have performed work for event organizers, planners and management services – phoning associations, businesses, promoters, educators, corporations and other trade interests.	Market: » Previous Customers » Current Customers » Prospects (Cold Calls)	"Our own executives are free to use their time 100 percent on closing new business".
	Programs: » Present new or existing events, destinations, venues, activities, products and services. » Registrations and confirmations. » Address frequently asked questions. » Fulfill requests for literature and then follow up. » Qualify potential interest. » Set firm appointments to meet with or call customer or prospect.	"Our percentages of closings against contacts made has improved dramatically".
		"Our staff no longer need to handle cold calling and can concentrate on closing on event logistics presentations, rather than selling".
		" Our new business generation has far exceeded our expectations"
		"Allows us to conduct random campaigns as required without upsizing our customer services or other departmental staffing sizes".
		"The accuracy, volume, and speed of information verification or gathering, is way beyond anything we have ever accomplished in-house".



<u>Client's Business Type</u>	<u>Campaign Description</u>	<u>Comments</u>
<p><u>Industrial:</u></p> <p>We have worked for a major manufacture of specialized label printing machinery utilized by manufactures in packaging label applications.</p>	<p><u>Customer Service:</u></p> <p>Market:</p> <ul style="list-style-type: none"> » Previous Customers » Current Customers » Prospects (Cold Calls) <p>Programs:</p> <ul style="list-style-type: none"> » Periodic maintenance programs. » Extended Warranties » Equipment Upgrades » Regulation Updates/Additions » Appointment setting <p><u>Customer Surveys:</u></p> <p>Market:</p> <ul style="list-style-type: none"> » Previous Customers » Current Customers » Prospects (Cold Calls) <p>Programs:</p> <ul style="list-style-type: none"> » Customer satisfaction surveys » Determine new product potential and interest » Profile potential customer segment for feasibility <p><u>Database Scrubs:</u></p> <p>Market:</p> <ul style="list-style-type: none"> » Previous Customers » Current Customers » Prospects <p>Programs:</p> <ul style="list-style-type: none"> » Verify accuracy of existing contact information and obtain additional or newly required information. 	<p>"The return on investment is higher than any other form of marketing activity aimed at up selling and cross selling to our existing customers".</p> <p>"Our own executives are free to use their time 100 percent on closing new business".</p> <p>"Our percentages of closings against contacts made has improved dramatically".</p> <p>"Our staff no longer need to handle cold calling and can concentrate on using our industry expertise exclusively on closing presentations, rather than selling".</p> <p>" Our new business generation has far exceeded our expectations"</p> <p>"Allows us to conduct random campaigns as required without upsizing our customer services or other departmental staffing sizes".</p> <p>"The accuracy, volume, and speed of information verification or gathering, is way beyond anything we have ever accomplished in-house".</p>



<u>Client's Business Type</u>	<u>Campaign Description</u>	<u>Comments</u>
<p data-bbox="384 248 772 305"><u>Construction Materials Suppliers and Wholesalers:</u></p> <p data-bbox="384 345 772 560">Have worked for large nationwide suppliers of construction, home improvement, landscaping, gardening and household, products, materials, tools and equipment.</p>	<p data-bbox="808 248 1325 305"><u>Outbound Customer Service:</u></p> <p data-bbox="808 305 1325 427">Market:</p> <ul style="list-style-type: none"> » Previous Customers » Current Customers » Prospects (Cold Calls) » Contractors <p data-bbox="808 467 1325 492">Programs:</p> <ul style="list-style-type: none"> » Periodic maintenance programs. » Promote discount offers » Equipment Upgrades » Regulation Updates/Additions » Appointment setting <p data-bbox="808 686 1325 711"><u>Customer Surveys:</u></p> <p data-bbox="808 711 1325 735">Market:</p> <ul style="list-style-type: none"> » Previous Customers » Current Customers » Prospects (Cold Calls) <p data-bbox="808 898 1325 922">Programs:</p> <ul style="list-style-type: none"> » Customer satisfaction surveys » Determine new product potential and interest » Profile potential customer segment for feasibility 	<p data-bbox="1352 248 1829 402">"The return on investment is much higher than trying to use in-house customer service representatives with all the related employee and facility overheads".</p> <p data-bbox="1352 435 1829 557">"With this method we can assign as many people as required to take full advantage of up selling and cross selling to our existing customers".</p> <p data-bbox="1352 589 1829 678">"Our new business generation from this form of promotional activity has far exceeded our expectations"</p> <p data-bbox="1352 711 1829 800">"Allows us to upsize or downsize rapidly to address the needs of our campaign deadlines".</p> <p data-bbox="1352 833 1829 922">"The call volume, and speed of is way better than we can achieve in-house".</p> <p data-bbox="1352 954 1829 1076">"The quality and experience of the representation is well above anything we can accomplish at commensurate costs in-house".</p> <p data-bbox="1352 1109 1829 1201">"Our customers are extremely pleased with the level of service we provide through this medium".</p>



top

<u>Client's Business Type</u>	<u>Campaign Description</u>	<u>Comments</u>
<p><u>Pharmaceutical</u></p> <p>Serviced major pharmaceutical manufactures of leading edge nutritional supplements, disease prevention products, pharmaceutical treatments and remedies.</p>	<p><u>Inbound Customer Service:</u></p> <p>Market:</p> <ul style="list-style-type: none"> » Representatives » Current Customers » Prospects (Cold Calls) <p>Programs:</p> <ul style="list-style-type: none"> » Remote location virtual rep » Answer questions » Fulfill requests for product literature. » Present new or existing products to up-sell and cross-sell. » Profile and update information on existing customers for potential cross-sell opportunities. » Profile potential customer segment for feasibility <p><u>Outbound Customer Service:</u></p> <p>Market:</p> <ul style="list-style-type: none"> » Previous Customers » Current Customers » Representatives <p>Programs:</p> <ul style="list-style-type: none"> » Promote discount offers or promotions. » Promote new products awareness. » Profile and update information on existing customers for potential cross-sell opportunities. <p><u>Research / Surveys:</u></p> <p>Market:</p> <ul style="list-style-type: none"> » Current Customers » Representatives <p>Programs:</p> <ul style="list-style-type: none"> » Customer satisfaction. » Agent satisfaction (with distributors). » Determine new product potential and interest » Profile potential customer segment for feasibility. 	<p>"The return on investment is much higher than trying to use in-house customer service representatives with all the related employee and facility overheads".</p> <p>"With this method we can assign as many people as required to take full advantage of up selling and cross selling to our existing customers".</p> <p>" Our new business generation has far exceeded our expectations"</p> <p>"Allows us to upsize or downsize rapidly to address the needs of our customers".</p> <p>"The accuracy, volume, and speed of information processing is better than we can accomplish in-house".</p> <p>"The quality and experience of the representation is well above anything we can accomplish at commensurate costs in-house".</p> <p>"Our customers are extremely pleased with the level of service we provide through this medium".</p>



<u>Client's Business Type</u>	<u>Campaign Description</u>	<u>Comments</u>
<p data-bbox="382 358 751 383"><u>Information Technology</u></p> <p data-bbox="382 428 751 545">Serviced world-leading manufacturer of high tech wireless telecommunications equipment.</p>	<p data-bbox="808 358 1058 383"><u>Internal Surveys:</u></p> <p data-bbox="808 428 919 453">Market:</p> <ul data-bbox="808 461 1075 545" style="list-style-type: none"> » Current Customers » Prospects » Employees <p data-bbox="808 583 957 607">Programs:</p> <ul data-bbox="808 615 1312 821" style="list-style-type: none"> » Gather input on management initiatives, practices and motivational training from key management and supervisory staff. » Customer satisfaction. » Determine new product potential and interest <p data-bbox="808 862 1058 886"><u>Database Scrubs:</u></p> <p data-bbox="808 894 919 919">Market:</p> <ul data-bbox="808 927 1075 979" style="list-style-type: none"> » Current Customers » Employees <p data-bbox="808 1019 957 1044">Programs:</p> <ul data-bbox="808 1052 1335 1226" style="list-style-type: none"> » Verify accuracy of existing customer contact information and obtain additional or newly required information. » Verify accuracy of employee contact information and obtain additional newly required contact information. 	<p data-bbox="1352 358 1810 477">"Allows us to conduct random campaigns as required without upsizing our Human Resources or other departmental staffing sizes".</p> <p data-bbox="1352 518 1810 662">"The accuracy, volume, and speed of information verification or gathering, is way beyond anything we have ever accomplished in-house".</p> <p data-bbox="1352 703 1810 786">"Allows us to audit our key management decisions and actions when the need arises".</p> <p data-bbox="1352 826 1810 971">"Builds our corporate goodwill with our management level staff and promotes their participation in all crucial levels of corporate direction".</p>

