

Discovery Phase – Silver Package

There are three options available to you for the discovery phase, Bronze, Silver & Gold. Each package is planned for a 3 month period and is designed to suit your current available budget.

Our recommendation is to take the Gold Option wherever possible as this will facilitate a higher level of Telemarketing/Telesales activity during the Discovery Phase. This in turn will provide us with a greater quantity and quality of results for analytical purposes, enabling us to understand the market places, the cost benefit analysis and the effectiveness of putting together an ongoing program for you.

The Discovery Phase is designed to allow us to measure the success of a variety of Marketing Approaches as detailed in the full "Discovery Phase" document that can be downloaded from the website.

Below are a breakdown of the services included in the Silver Discovery Phase, the volume of activity anticipated, the expected volume of appointments generated and the associated charges.

Silver Discovery Phase Includes:

- ✓ Data for use during Discovery Period
- ✓ System Setup and User Training
- ✓ System Hosting & Provision
- ✓ Email Broadcasting Services
- ✓ Telemarketing/Telesales Activity
- ✓ Mail Fulfilment for Call-Mail-Call activities
- ✓ Analytics and Profiling of Results
- ✓ External Resource Management
- ✓ Full Discovery Analysis Results

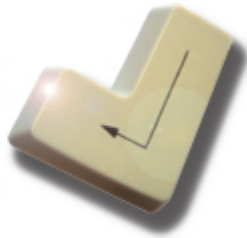


Silver Discovery Activity Volumes

The Discovery Phase will perform a variety of Marketing Activities, including Call-Mail-Call, eMail Broadcasts with Click Thru's being followed up with a Telephone Call and other activities as pre-agreed. The table below is designed to show the volume of some of these activities based upon a Call-Mail-Call campaign.

Type of Activity	MONTHLY OUTPUT		COMPLETE DISCOVERY PHASE	
	Approx. Dials	Approx. Contact Made	Approx. Dials	Approx. Contact Made
Data Supplied		1640 Records		4920 Records
Email Marketing Sent	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>
Telephone Calls	2600	710	7800	2130
Mailing Item Requests		210		630

* *Nb. These figures are estimates based upon results achieved using the Credible Data Lead Generation System for other clients during their initial 3 month period. As a result these results are likely to change based upon your individual products and services being offered.*



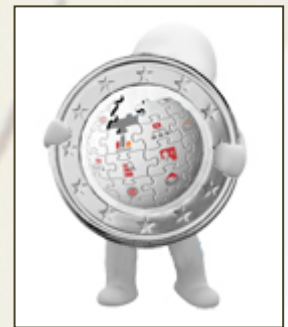
Silver Discovery Average Results Achieved

These results will vary for each company depending upon your specific product or service and the frequency with which your target audience purchase these products/services, your specific target audience, the value/cost of your offering, the activity of your competition etc.

The results depicted below are for a service/product that has a fairly widespread business to business appeal, has a 3-6 month frequency of purchase and typically change suppliers every 3 – 5 years, the target audience covers all businesses turning over in excess of £2 million and the target contact at these businesses is the Senior Marketing Decision Maker.

	Results
Type of Activity	Appointments Generated
Complete Program	110

	Results
Conversion Ratio	New Customers Acquired
1:4	28



NB. For a very complex product/service that has a very high budget requirement, and is only sold into very niche markets, and is purchased very infrequently you will have to reduce these figures to see realistic achievable results.

This is still a very successful approach, e.g. we undertook a discovery phase for a customer that sold a high value Software Solution - £100,000 starting price, into a very niche target market – On average once purchased the customer will not purchase another solution or change supplier for between 7 - 10 years. In Bronze Level Discovery Phase we outperformed their existing telemarketing company by a ratio of 3 to 1 in a direct comparison and generated 21 appointments.

Silver Discovery - Costs

	Results
Day Rate	£300

Please contact us if you do have any further questions, or would like a personalised quotation, as we'll be happy to help.

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