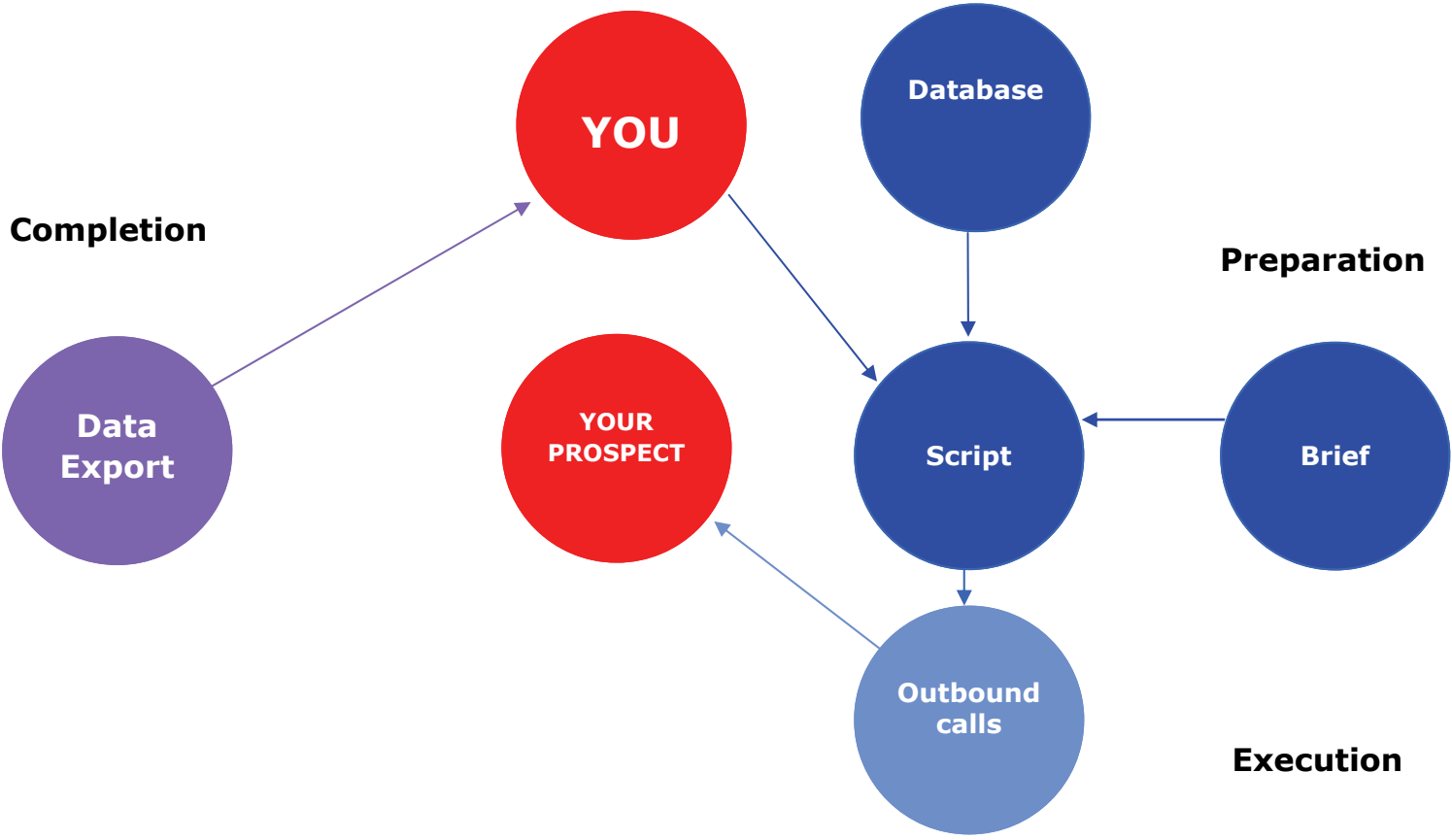


# How LeadMAX compares with standard Telemarketing

## Standard telemarketing

[LeadMAX overview](#)  
[LeadMAX success stories](#)

### Standard telemarketing



### MARKETING INSIGHTS

LeadMAX was developed by Technoledge.  
For details or a LeadMAX campaign tailored to your business, please call TECHNOLEDGE

**T** +61 2 9909 0246  
**E** [info@technoledge.com.au](mailto:info@technoledge.com.au)  
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LeadMAX

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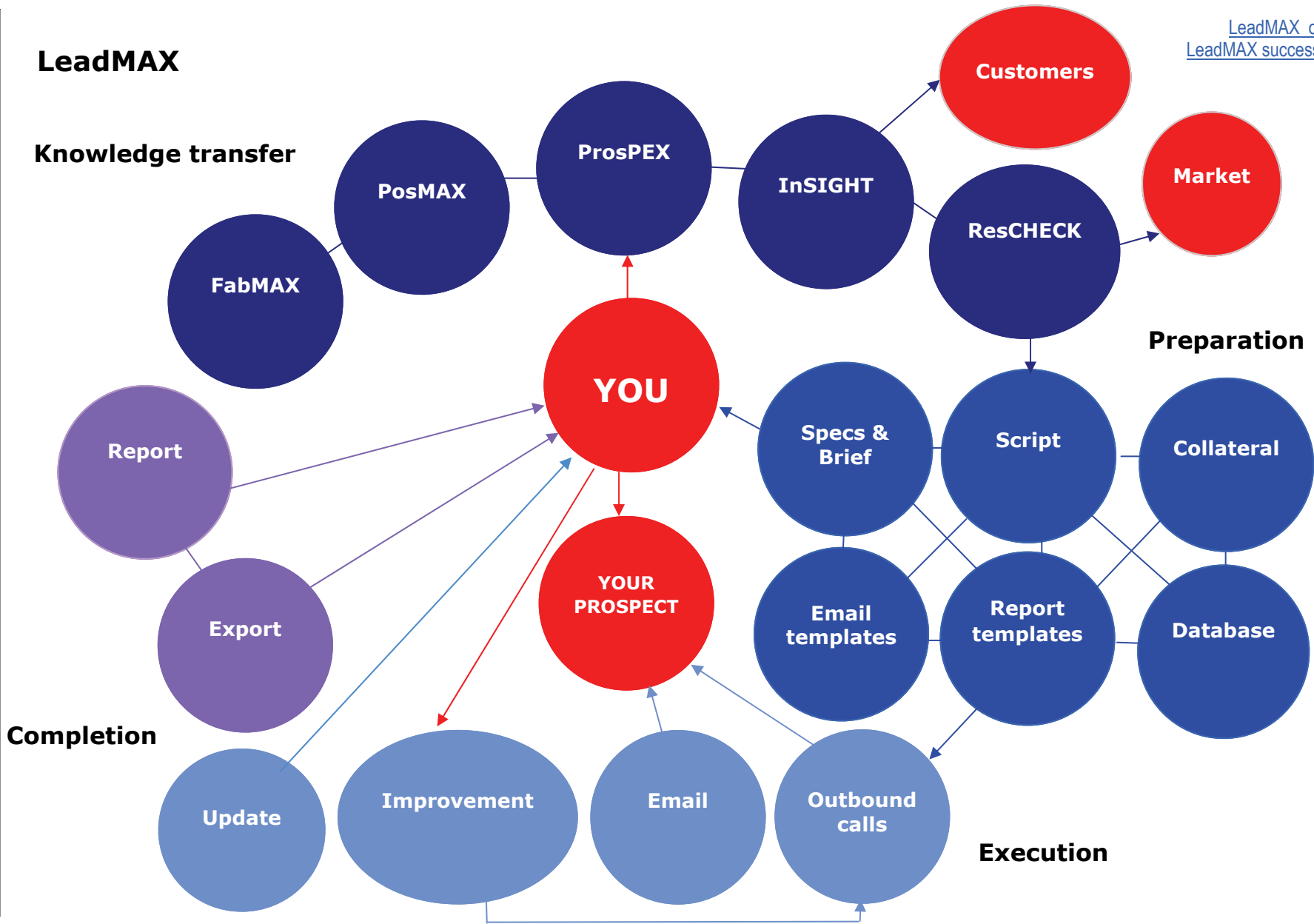


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## LeadMAX



# How LeadMAX compares with standard Telemarketing

## The difference



### MARKETING INSIGHTS

#### The difference

	Standard telemarketing	LeadMAX™
Collateral	Generic	Deep understanding Competitive positioning Specific to campaign
Script	Blanks filled in	Insights from sales team Specific to campaign
Database	In-house or bought	Ordered to specs Refined & targeted
Brief	Blanks filled in	Based on knowledge
Team	Given brief	Trained by us
Calls	Generic High failure rate Limited intelligence More calls, lower quality	Informed High cut through Detailed profile Fewer calls, higher quality
Appointments	Advised	Confirmed with prospect
Feedback & improvement	None	Continuous
Daily management	By you	By us
Reports	Daily update Data export at end	Details per lead Full coded export at end Analysis & recommendations
Results	Many leads, lower quality No guarantee	Fewer leads, higher quality Guaranteed
Focus	Calling hours	Qualified leads
ROI	Low and variable	High and reproducible

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# How LeadMAX compares with standard Telemarketing

## What clients say



## MARKETING INSIGHTS

Details of our clients, client contacts and campaigns are freely available.

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## What clients say

*"Tracey and the team at Technoledge have been instrumental in the growth of our business. Their strong focus on ROI along with the flexibility to adapt to varying telemarketing campaign objectives are testament to the value they provide... I would gladly recommend them to any organisations looking to expand their business rapidly".*

**Marketing Manager, Email Security Vendor ([read case study](#))**

*"Technoledge is quite different. Unlike other providers, they really understood our value proposition and took responsibility for the leads. It's been very educational for us and the results were more quality than quantity, which is exactly what the BDMs want."*

**Marketing Manager, Global Security Vendor ([read case study](#))**

*"We have run telemarketing campaigns before and wasted hours of valuable sales time following up leads that were never warm. Technoledge's process produces leads that are genuine, well qualified, fully profiled and who have been accurately informed.*

*This is very refreshing."*

**Sales Manager, Web and Email Security Specialist ([read case study](#))**

*"Leads like this are like gold dust, and it would have taken me a year to reach the others and qualify them either in or out. This process has saved me a huge amount of time.*

*I'm a big supporter of what you're doing."*

**Business Development Manager, NZ BPM Software Vendor ([read case study](#))**

*"This new process made it easier and faster to build our channel. Technoledge is registering and handing over about 6 new resellers per week, whom we follow up by phone. The call is scheduled so the reseller is expecting it, and completion is done in a few days instead of weeks."*

**Channel Manager, Internet Services Provider ([read case study](#))**

*"We took on this project expecting that if we gained one big lead, it would be good.*

*With this number of high value leads, we were more than pleasantly surprised!"*

**Managing Director, Desktop Services Vendor ([read case study](#))**