



241 Market Avenue • Port Edwards, WI 54469
Office 877-692-3400 • Fax 715-887-4039 • E-mail cfc@wctc.net

Commercial Telemarketing

Client Focus Connections has had very successful results with our commercial calling program. The most important part of this program is the type of list you have us call.

We have found the most success in calling lists targeting the following businesses:

- Electricians
- Heating/Cooling
- Plumbers
- Lawn care
- Automotive
- Business Auto Only
- Restaurants
- Wholesalers
- Manufacturing
- Tow Trucks

* If you decide to go with restaurants, we ask that you also include another type of business, as the window for reaching restaurants is so small.

* For habitational leads, it is best if the number is to the owner or the main company number or we may get caught in answering machine traps.

Lists directed toward the following industries have shown less success because of the small time window for calling. Essentially, they are difficult to reach at any given time:

- Lawyers
- Doctors
- Physicians
- Beauty shops
- Nail salons
- Barbers
- Florists

What do I do with all these leads?

The key is to follow up within immediately (24 to 72 hours)!

Thank them for the opportunity of allowing you to quote their business insurance.

Mail a letter of introduction and include a brochure.

Indicate when you will contact them for the quote.

Try for an immediate quote – start saving them money now!

Join us on our coaching and consulting call to help you grow your business.

For Your Information

It only takes 1 to 2 Business Policies Sold to pay for numerous calling sessions!

The key to success is consistently using our commercial lead program.

It is also beneficial to have your lists contacted at least two times.

Don't know where to get your business list, we now offer list management!

Call us for details!