

Clientology

[Art of Sales] + [Science of Lead Generation]

“The Telecoms & Data Lead Generation Specialists”

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About Clientology

Clientology is the brainchild of Gary May [MD], who having spent the majority of his working career in and around the telecoms industry was totally disillusioned by the performance of other lead generation companies.

Gary himself was the Sales Director behind what has been described throughout the channel as, the 'most prolific



sales force and lead generation company in Telecoms history' by each member consistently providing his sales team with up to four new system appointments every single day.

Since then Gary has gone on to co-authoring a best selling book [[SELLING: Powerful New Strategies For Sales Success](#)], released three hugely successful '[BluPrint - Audio and DVD sales and business acceleration training products](#)' and is a sort after international speaker on the topics of sales, persuasion and lead generation.

In Telecoms, Gary is now contracted by many of the top resellers and distributors in the UK to train, coach and develop their sales and telemarketing teams with his undeniably effective and proven strategies for growing sales quickly.

Recent clients have gone on to win the prestigious industry awards of: Overall Reseller of the Year, Category Reseller of the Year and have been listed in the top 10 of the 2011 Tech Track 100 for business growth.

Unquestionably, what gives Clientology a major advantage is the fact that every member of the lead generation team are specialists in Telecommunications, are experts in the latest sales strategies and have all been trained by Gary and his 17 years telecoms channel experience.

"The two questions I am constantly asked by clients are; 'Where can we get great sales people from?' and 'Where can we attain reliable and qualified source of sales leads?'. It is for this reason we have assembled this highly skilled team to provide channel partners with new sales leads that are simply unrivalled in quality, expertise and quantity." Gary May

Why Choose Clientology?

We all know that sales appointment booking, especially in such a technical and competitive marketplace such as ours, can not only be frustrating but often a huge drain on manpower and critical resources.

From recruiting the right people, giving them the required industry knowledge, setting attainable KPI's and sales targets to dealing with staff turnover. At times it would appear that all you are doing is chasing your tail trying to discover and motivate the right people to generate your sales teams leads.

Up until now, what other choices have you had?

Traditionally, you either had to contract a non telecoms or IT specific company to book your appointments or pay extortionate fees for leads that are highly contested with other resellers and ultimately come down to a simple price comparison, costing you valuable margin!

Naturally using Clientology enables you to take advantage of our highly skilled team. With our competitive pricing, you'll know that the pressure of keeping your sales professionals' diaries full is in very capable hands, enabling them to do what they do best....selling.

"Whether you require new business leads, up sell opportunities or referral generation, Clientology are your lead generation specialists."

Clientology's Expertise in Telecoms

Both during our time as a reseller and now as outsourced sales acceleration consultants, we think you'll agree that by using Clientology you can feel comfortable that you are in very capable hands.

History of Clientology Industry Success

- Sales Director of the most prolific telecoms sales and telemarketing teams in the UK [Over 60 Agents + 40 Field Based Salespeople]
- Listed as the 21st Fastest Growing companies in the UK
- Listed 17th in the HOT 100 Business Growth Index
- 5 * Siemens Reseller of the year awards
- 19 Reseller Training Events presented on behalf of Oak Telecom

Clientology Client Successes

- 2011 Overall Reseller of the Year
- 2011 Category Reseller of the Year
- Listed on the Fast Tract Top 100
- Oak Reseller of the Year
- Siemens Reseller of the Year
- NEC Reseller of the Year
- 2011 Convergence Distributor of the Year
- Small Reseller of the Year [Finalist]

Success Guaranteed!

Unquestionably, our success comes down to one thing... **the meticulous way we prepare before we act on your company's behalf.**

- The **Discovery** Meeting

As we all know, it isn't that difficult to book appointments with the wrong people or to over exaggerate claims about expected savings [only to disappoint the prospect]. Before we make a single call on your behalf, and as part of our quality policy, we would have had a discovery meeting with you in order to understand your company, its ethos, your products, your services and most importantly your expectations of us.

- Project **Go-Ahead**

Once we have established your requirements, expectations and appointment criteria, we will all agree an acceptable number of appointments required for your team. This allows us to strive towards a predetermined goal and ensures your sales team have full diaries containing qualified, relevant and secure appointments with a contact of the correct decision making level.

- Your Daily **Measurement** of Us

Our team will ensure that EVERY appointment booked meets every single part of your qualification criteria. You'll be provided with a written overview of the call containing contact information, current system age, make and size, prospects interest points, as well as average call spend, line information and current mobile provisions and providers.

Alongside the reports we can provide you with the actual call recording of each and every appointment booked so that you can feel comfortable with the information given, the prospects level of interest and to act as a measurement of our expertise.

- On-Going **Performance** Measurement

Naturally, 100% of our focus is on representing your company in the right way and your sales professionals with the very best quality appointments in the industry.

Each month you will receive a 'productivity report' which will detail critical statistics such as:

- **Number of calls made**
- **Number of Appointments Booked [Per team member]**
- **Conversion Rates [The Critical KPI]**
- **Talk Time**

In exchange all we ask is that you feedback to us the outcome of the appointments provided so that we can continually make the right adjustments to ensure you always receive the very best in quality.

“Taking the **Hassle** Out Of Sales Lead Generation”

Clientology Fee Structure

The **Clientology** fee structure is not only simple but is based on the characteristics that matter to convert a lead into a secured sales order.

- **Size of the Opportunity**
- **Decision Making Power of the Contact**

We have taking this approach because having all come from resellers ourselves, we categorically understand what is required to secure a new customer and what makes a 'great lead'. Please see below for details.

Clientology System Lead Fees	Senior Manager	Company Director	Company MD/CEO
3 – 9 Handsets	£125	£150	£200
10 - 19 Handsets	£150	£200	£250
20 – 49 Handsets	£200	£250	£300
50 - 149 Handsets	£250	£300	£350
149 + Handsets	£300	£400	£500

It couldn't be more simple. You instruct us as to what size of system you prefer, what level of contact you want to meet and then just leave it to us to book those appointments.

Example of **Lead** Fees

5 Appointments booked with a **Company Director** and a system size of 15 handsets = 5 * £200 = **only £1000**

10 Appointments Booked with **Senior Management** and a system size of 7 Handsets = 10 * £125 = **only £1250**

3 Appointments Booked with a **MD or CEO** and a system size of 260 handsets = 3 *500 = **only £1500**

[Remember: With Clientology you get appointment setting **HASSLE FREE**. No Management Issues, Complicated Commission Structures, Holidays, Sickness , Training and KPI's because that's what we're good at.]

Are Clientology Right For You?

Naturally trusting an outsourced company to provide your sales team with quality and qualified sales leads is not only a massive decision but can sometimes produce disappointing results. Below are some considerations that we would make before contracting a lead generation company to ensure the very best and sustainable results.

Consideration 1: Industry Specialists?

Unquestionably the number one reason for failed lead generation outsourcing is lack of industry experience. To ensure you are getting the very best leads and results then it is imperative that the company are telecoms specialists.

Clientology: Every member of our lead generation team has either come from or has expert knowledge in creating leads in the telecoms marketplace. All team members are trained weekly either by Gary himself or from representatives from product suppliers and industry experts to ensure the highest skill sets of any lead generation team.

Consideration 2: Real Results Over Effort KPI's

As we know that it is very easy to claim performance statistics but something very different to have to prove them. Claimed statistics such as, number of calls made and number of appointments booked, can often look very impressive. However in our mind the only true performance measure is that of conversion rates.

Clientology: All our team members are targeted on their 'Conversion Rates' and not on simply the 'Number of Calls Made' or 'Talk Time'. Conversion Rates are what we believe is the true measure of the salespersons skills in converting prospect interest into a booked qualified appointment.

Consideration 3: Terms of the Arrangement

Undeniably, when it comes to outsourcing then you need to feel comfortable that if the project expectations or campaign goals are not met, then you are not left out of pocket or disillusioned.

- Cancellations: Our cancellation policy is easy. If it cancels, we'll replace it... **No Hassle No Fuss!**
- Quality Issues: If you believe that we have booked a lead in error or it wasn't up to our usual standard then we'll simply replace it or refund you the fee... **No Hassle No Fuss!**
- Payment: We believe our payment method is the easiest out there. Simply transfer funds into your 'Clientology' account and we'll book as many quality lead against it. If you have funds left over at the end of a campaign/month then either use it for your next campaign or we'll transfer it back to you. **No Hassle No Fuss**
- Flexibility: All we ask is for each project or separate campaign to have a minimum commitment length of 3 months. **No Hassle No Fuss**
- Exclusivity of Leads: All leads that are generated as part of your project or campaign are exclusively yours! Our policy is to NEVER sell leads to multiple providers. **No Hassle No Fuss**
- Bonus Leads: *In the likely event that we are called by a prospect seeking telecom services or products, these leads will be distributed evenly throughout out client base and offered at half fees! **No Hassle No Fuss**

[*Should a lead come from a referral or a multiple site then these leads will be given to the client whose campaign generated the request]

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Selection of **Telecom** Clients & Comments:

“...Gary came to Northern Ireland to help us with outbound sales of ‘British Telecom’ domestic telecommunications products. His techniques were refreshing, well explained and were all hugely relevant, extremely innovative and fun to put in place. We are now **talking to more customers for longer and sales figures have consistently improved**. Thanks Gary.” **Rob Hewitt - Sales Director HCL BPO Services (NI) Ltd - A ‘BT’ Call Centre based in Northern Ireland**

“...Just a quick note to say thanks for an excellent training session today. I thought the blend of product information and how to incorporate that into a sale was just right. The guys came out buzzing and were all on the phone to me in their cars telling me how they were going to incorporate into tomorrow’s pitches. With the current amount of competition we really need a differentiator and the strategies demonstrated today make for a **truly compelling offering**.” **James Richards Regional Sales Manager- Daisy PLC**

“...Gary sales training and sales persuasion techniques are very **very refreshing and exciting** and so simple to understand” **Leon Mangan – UK Sales Director - Siemens Enterprise Communications Ltd**

“...Working with Gary May has enabled me to look at the sales processes within my business in a different way. His strategies & training have **increased leads and sales** and his presence within my business has inspired and motivated the whole company. There's no doubt that Gary has been a catalyst for change and growth within my business in other areas as well and our partnership has been both inspiring and productive. I look forward to the future and our continued business development with Salesology.” **Michael Dixon – MD - Datasharp Newbury**

“...I’ve been to various sales seminars etc and they are usually the same old same old - except yours. **Your approach is unique**, me and my work colleague (Victor) were very impressed. You seem to look at the whole concept of sales process completely different to anyone else we have seen or heard.” **Dean Beckford—Senior Business Development Manager—Matrix 247**

“...The results have been **remarkable!**” **Roy Carter—MD**

“...Hi Gary – we met recently at the Oak sales promo event in Swindon. **Very impressive!** Am reading your Selling book as we speak – really good stuff.” **Paul Hounsell – Director – Solis Group**

What To **Do** Next?

We are utterly convinced that there isn't another 'Telecom's or IT' lead generation company that has the quality of staff, expertise or training as those at **Clientology**.

All we require is an opportunity to prove it and start providing your sales professionals with the numerous, qualified and expertly booked sales leads you deserve and expect.

Contact Us **Now For More Information**

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Clientology Ltd

“The No Hassle Telecoms & Data Lead Generation Specialists”