

## Company overview

### About Us

**Virtual Leads: operating successfully in the telemarketing sector since 1996.**

Our team is knowledgeable, articulate and experienced telemarketers with core skills in communication and sales. We provide a professional attitude and approach on behalf of our clients.

From the start, our conversations create a relationship that builds a rapport. We're successful at side-stepping gatekeepers to secure meetings with key decision-makers – the people who can make your business grow.

### Our Approach

**We're in your corner.**

Experience tells us that a forward-thinking and co-operative approach is the best way to achieve your business objectives. We aim to:

- Increase sales
- Grow your customer base
- Respond to changing needs and requirements
- Accessing key decision makers
- Open new markets for your business.

Telemarketing is not an exact science so the success of any campaign lies with a clearly defined strategy. Our discussions will establish your exact needs, then we deploy a bespoke campaign to maximise the number of interested leads and appointees.

### Our Services

**We offer a wide range of telemarketing services:**

- Lead Generation
- Surveys
- Appointment Setting
- Event Organisation
- Market Research
- Data Cleansing.

### Our Fees

**No time contracts, no minimum or maximum timescales.**

We recommend your first telemarketing campaign should last for three days, and we aim to make between 280 and 325 calls.

Our flexible service accommodates businesses of all sizes and makes a real difference to your bottom line.

**We charge a capped day-rate, this includes:**

- All follow-up calls
- Calling back busy executives
- Sending company information to interested clients.

### Cancellation Policy

**All cancellations must be received in writing or by email.**

- Less than two days cancellation will incur a **100%** charge
- Less than five days cancellation will incur a **50%** charge.

## » Recent testimonial

**Virtual Lead Generation can secure the appointments I need to win new business.**

They are tenacious in approach and deliver value from my investment. I have used Virtual Lead Generation over the past three years and highly recommend them. While others just talk, Virtual Lead Generation delivers – every time.

**Steve May, Business Development Director,  
Natwest Commercial Bank.**



### Contact Us

**Get in touch and we will discuss ways to improve your sales and help you win new business.**

We'll plan a campaign that delivers your business goals. Just phone us or send us an email and we'll call you when it's convenient.

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