



Contract & Warranty Renewals

Don't Leave Revenue on the Table

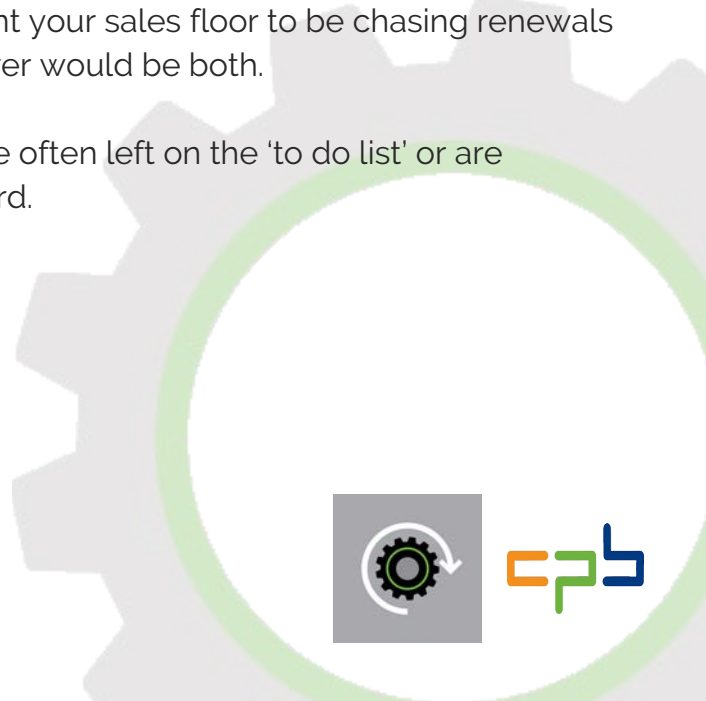


INTRODUCTION

The lifeline of any business is its customers. Forging new business relationships and converting net new business is every sales person's aim. However, you should not lose sight of existing clients, who have already put trust into your business and transacted. Happy customers want to stay loyal and will only wander if they feel unloved, unappreciated or they get a better offer.

How do you find the balance of what's more important? Do you want your sales floor to be focusing on penetrating new markets, or do you want your sales floor to be chasing renewals with existing customers? In the ideal world the answer would be both.

In the real world, contract and warranty renewals are often left on the 'to do list' or are overlooked due to the amount of effort versus reward.



OVERVIEW

CPB's Contract & Warranty Renewals service enables you to outsource the lower value business to a team of expert IT telemarketers. Our team will make the calls and get the repeat business, releasing your valuable resource to concentrate on the big-ticket items.

Dedicated agents seek out the renewals and seal the deal, giving you additional revenue for minimum effort.

Whilst conversing with the customer, CPB's agents also discreetly probe for impending projects and/or up and cross sell opportunities. This ensures that, where possible, all new sales opportunities are identified.

With over 20 years in the industry and a clear understanding of typical IT infrastructures, challenges and pain points, CPB will ensure both your company and your products & services are properly represented.

HOW IT WORKS

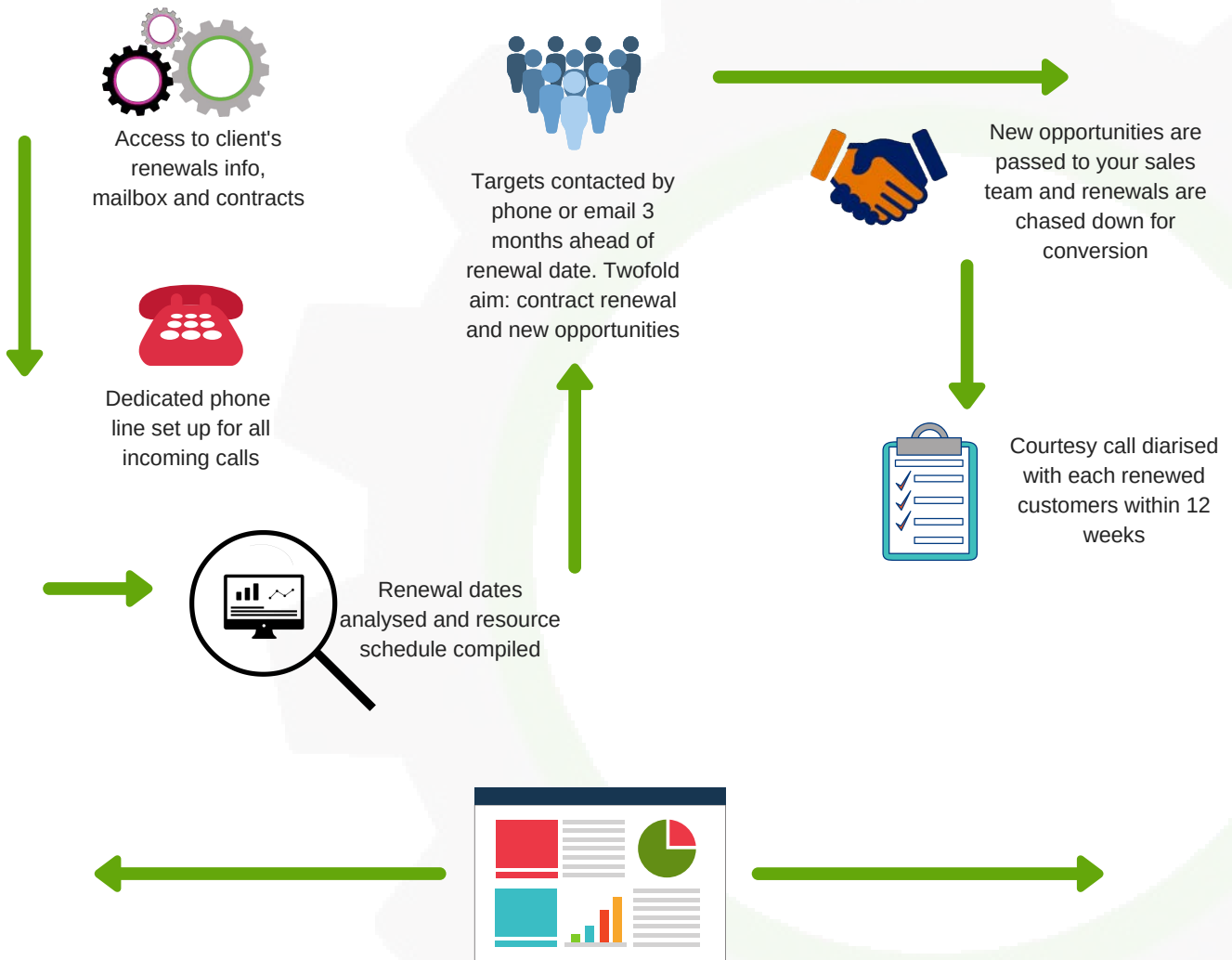
- Renewal visibility given to CPB (3-6 months)
- Telemarketing resource aligned dependent on monthly renewal volume
- Renewals are chased/processed/confirmed
- Up/Cross-sell approach on each call
- New opportunities passed to sales function for progression
- Clear reporting & analysis throughout
- Courtesy follow up calls diarised with customers

WHAT IS NEEDED?

- Target database
- Remote mailbox access
- Copy of contract(s)
- Dedicated call back number (set up by CPB)
- Supporting collateral incl. company tree of personnel, price structures, discount terms
- Contract detail/warranty shipment date
- Terms of renewal i.e. signature, purchase order



THE CONTRACT RENEWALS PROCESS



OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products.

CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs.

Our team has now obtained over 75 accreditations from 21 vendors.



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