

Problem / Unsolicited vendor calls waste time and cost money. You'd be surprised by how much.



Business-to-business telemarketers made about 36 billion cold calls last year and the number is increasing in 2009. This amounts to almost 600 calls a year for every single business entity in America. Of course, the bigger and more prominent the target, the more cold calls it will receive. Some senior executives will get as many as 100 cold calls per week.

Voicemail? Not a solution

One obvious solution is to let unwanted calls go to voicemail but this isn't a real solution. In fact, it may only compound the amount of time wasted on filtering legitimate calls from unwanted ones. Plus, B2B telemarketers are trained to leave at least seven voicemail messages before they give up, according to telemarketing consultant Holcutt Associates.

Support staff has better things to do

According to the International Association of Administrative Professionals, the greatest job challenges cited by office assistants – an effective but expensive option in fielding calls – are having to juggle multiple priorities, deal with difficult people, and lack of time to handle the volume of work. Having to service cold calls hardly enhances their productivity.

Time is money

When they do get through, cold callers estimate that they spend about ten minutes talking to gatekeepers or decision-makers – that adds up to almost 100 hours a year that could have spent doing something more productive.

Telemarketers won't stop calling

Most organizations adopt strict policies, filters and software solutions to prevent junk mail, yet very few have any way of dealing with "junk" (cold) calls.



TDN Vendor Screening Service

Solution / Outsourcing the receipt and screening of cold calls is a practical solution to this growing problem.



- Saves time and money for companies afflicted by too many cold calls
- Delivers valuable data on vendors' value propositions
- Provides a valuable new service a professional or industry association can offer to its membership for free
- Generates revenue for partnering organizations

Free, reliable and valuable Turner DeVaughn Network (TDN) is a neutral mediator – an “honest broker” – representing the interests of buyers to sellers, and aiding sellers in preparing a more compelling and relevant value proposition to match the needs of buyers.

Experts on value TDN is the leading authority on this subject, having written the book on it: *NET Value: How to profit while the digital culture changes your value proposition*. We combine years of experience working directly with major corporations as well as extensive research on the substantial difference between the value buyers insist upon and what it is that sellers tend to offer them.

We report all calls The TDN Vendor Screening Service takes unwanted, unsolicited calls and screens them for relevance and value. We record them, appraise them and report back to the users of the service as often as they direct.

Savings go to the bottom line We can't make cold calls go away, but we will take them off your hands and ensure that more company time is devoted to a more productive day.



VENDOR

Unsolicited Call

COMPANY

Automated
Phone System
"Dial Extension 8"

Direct Line

Receptionist

*Filter by
Preferred Vendor*

Dedicated
Vmail Box



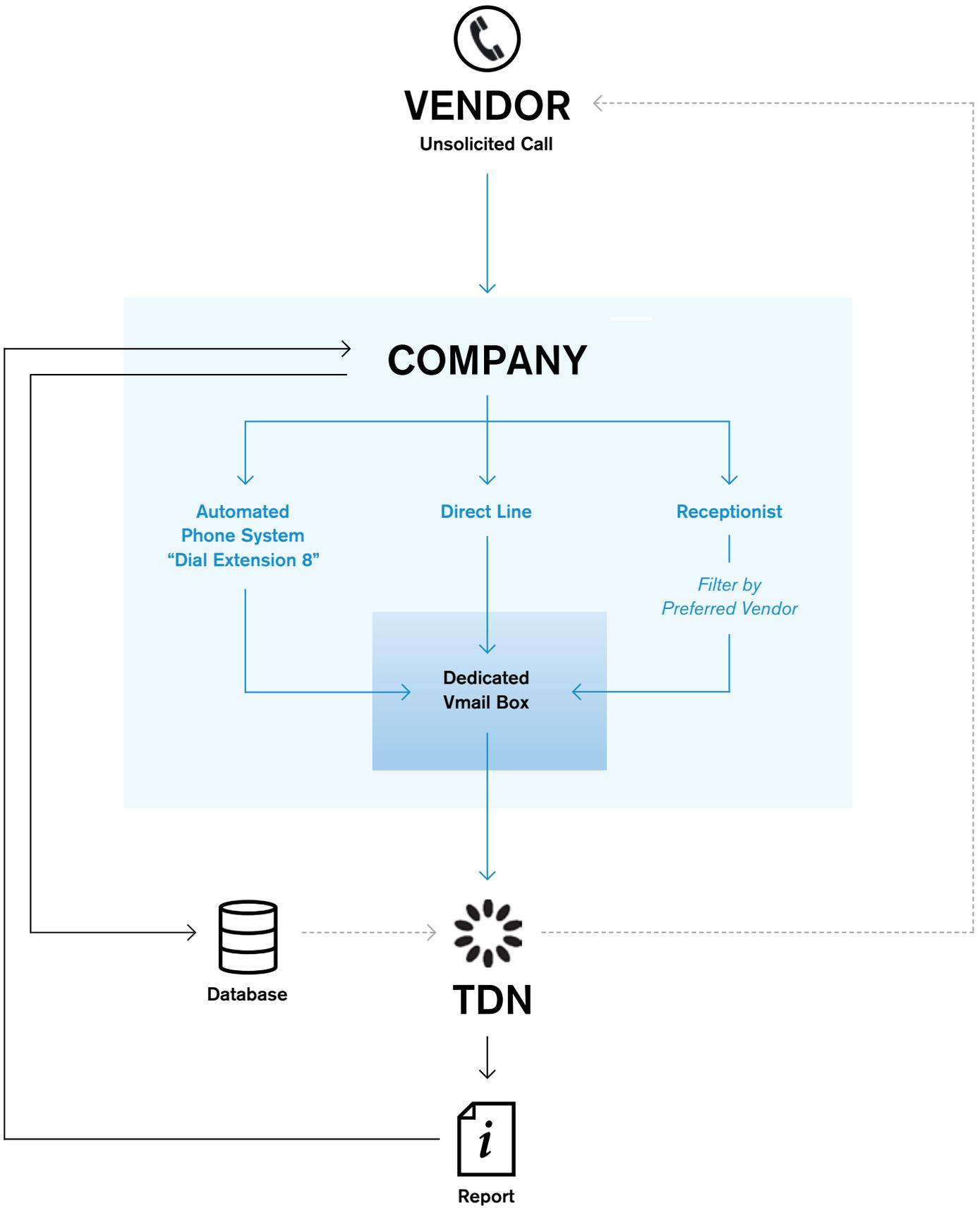
Database



TDN



Report



TDN Vendor Screening Service™

Periodic Report / Executives and staff can review the calls when it is convenient for them.

COMPANY	DATE	BENEFIT	PRICING	ADOPTION COSTS	CUSTOMER VALUE	INPUT	URL	SALES CONTACT	PHONE	EMAIL	CONTACT
AMC Janitorial	Call: 7/1							Bobby Clay	215-665-0765	clay@abc.com	Mary Johnson
Craft Telecom	Email: 7/1							No name	No number	spam@craft.com	Jack Thompson
Spam Filter Inc.	Call: 7/1							Nancy Boyce	302-682-9000	nb@sf.com	Jim Smith
IBM Services	Call: 7/1 Call: 7/12	IBM aligns your integration infrastructure with those of suppliers using middleware.	Licensing fee based on the number of seats as well as T&M for integration.	IBM is not willing to disclose adoption costs unless you express an interest in their services.	Sernam improves employee productivity and customer satisfaction with RFID tracking. IBM would be happy to share a case study if you are interested.		http://www-935.ibm	Jack Holt	561-897-9090	jholt@ibm.com	Martin O'Neill
Romanian Express	Call: 7/1							M. Ionescu	(+40)448-899-1293	ionescu@roex.com	Jim Smith
UPS	Email: 7/1							Customer Service	800-UPS-SHIP	service@ups.com	Mary Johnson
Bank of America	Call: 7/1 Call: 7/3 Call: 7/7							Lloyd Smoly	302-988-1211	l.smoly@bofa.com	Jim Smith
Delaware Today	Call: 7/1							Karen Wall	302-900-1100	wall@dt.com	Jack Thompson
Data Mining Expo	Call: 7/2							Eli Krulu	800-899-7676	eli@dmexpo.com	Mary Johnson
NuTech Systems	Email: 7/2	NuTech engines analyze, predict, optimize and adapt to solve challenging business problems.	Flat fee, negotiated between the parties.	NuTech suggests that adoption costs vary, depending upon the systems you already have in place.	ChevronTexaco uses NuTech Solutions' Intelligent Business Engines™ for Data Mining to optimize upstream oil operations.		http://www.nutech	Max Torres	717-945-9651	torres@nutech.com	Martin O'Neill
UII Federal Collect	Call: 7/2							Rod Francis	800-290-9011	rod@uii.com	
Yu Security System	Call: 7/2							Mr. Norton	800-966-6660	norton@y.u.com	Jim Smith
NorthStart	Call: 7/2							Polly Moore	755-900-8765	moore@northstart.com	Rex Sayer
Shenzhen Kaifa Te	Email: 7/3 Call: 7/6	Kaifa has modern ODM/ EMS workshops with about 100,000 square meters, including high-class clean rooms over 10,000 square meters.	Cost per unit is based on complexity of manufacturing and the number of components used.	Kaifa is one of the only two bonded-factories in Shenzhen, so you need to work with the difference in time between the US and China.	Private relationships do not allow them to disclose customers, however, they can provide a list of references if you have a need for their services.		http://www.kaifa.co	Hannah Tripathi	818-565-7866	hannah@sk-nc.com	Mary Johnson

- Company
- Date
- Primary benefit to buyer
- Adoption costs and complexity of the offering
- Price or business model
- Short success story of an existing customer
- Space for feedback
- Web site
- Point of contact
- Direct telephone number of sales contact
- Email address of sales contact
- Person who was called

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