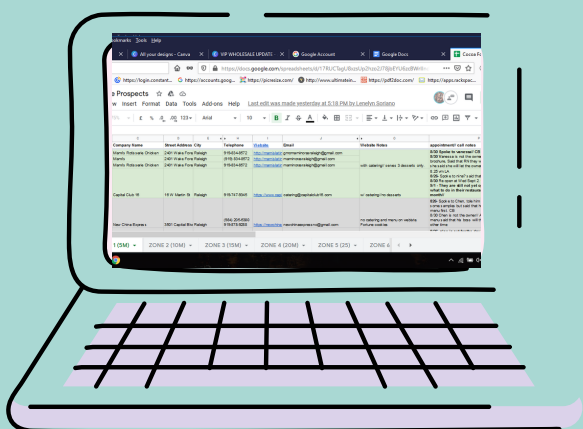
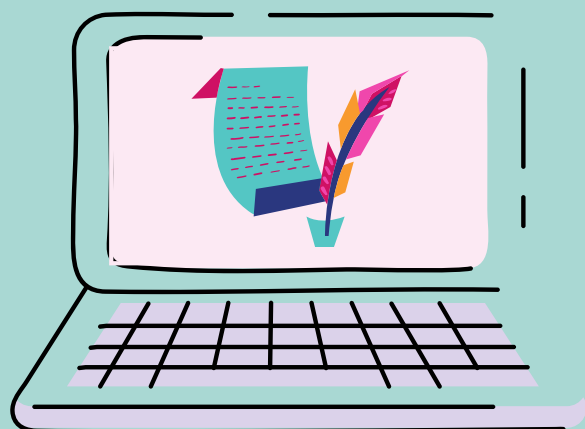


HOW CAN OUR CUSTOM LEADS PROGRAM WORK FOR YOUR BUSINESS?



#1. DATA MINING

Our Data Mining Team digs deep into the trenches of business, consumer and proprietary databases in your target market. Information includes company name, website, address, contact name, phone number, email address, ordering frequency and typical head counts. Once compiled, you will have an exclusive marketing tool built to help you expand your food service operations.



#2. THE SCRIPT

Together, we create customized scripts for your personal lead generator(s). Whether they are prospecting new catering clients, wholesale customers, or delivery prospects, they are extensively trained in the "art of the close." Sometimes it's a certain keyword, or voice inflection, or open-ended question that makes the difference, and our lead generators, or more precisely, your "on-call sales team," are experts on what to ask and when to ask it!



#3. CALL CENTER

With contacts & sales scripts in hand, your personal lead generator starts pounding the phones and calling contacts... old school style. All calls are recorded for ongoing training. Each contact interaction is noted and provided to you for next step.



#4. QUALIFIED LEADS

Your personal lead generator makes hundreds of call each week. The new customers' ordering and delivery details, as well as, any tastings scheduled are provided directly to you. Your growing new leads list is compiled and stored online for easy tracking and calendaring.

#5. CONVERSION



In order to ensure your success, we assign a personal coach to help you or your designated sales person convert prospects into new customers.



THE
CORPORATE CATERER

Your Lifetime Food Industry Consultant

FOR QUESTIONS & QUOTES PLEASE CLICK ON LINK
[THE CUSTOM LEADS PROGRAM](#)