Appointment Setting and Lead Generation Services

OVERVIEW — *The Voice of Experience*

DeRosa Communications has been designing and implementing successful Business Development, Appointment Setting and Lead Generation programs since 1994. The industries we service include Technology, Finance, Human Resources, Marketing Communications and Management Consulting. Our niche is Executive Level Communications. Our focus is providing ***qualified*** leads and ***qualified*** appointments. Our strength is our people.

WHO WE ARE — *Professional Representation*

We are a team of senior level executives with backgrounds including finance, technology, marketing and sales. All of us are veteran business professionals with extensive experience working with executive level decision makers. We are the team to use to contact your largest potential customers where peer to peer communication with top level executives is a prerequisite. Visit www.checkleads.com/about.htm for more information about our Phone Representatives.

OUR CLIENTS — *What You Can Expect*

Our typical client offers a product or service that ranges in price from around $50 thousand to hundreds of thousands of dollars and up. The list they want called is comprised of companies with over $20 million in annual sales up to Fortune 500 companies. Here is what our clients have to say about our services:

> "We are very happy with the service DeRosa provides. We got a Return on Investment within 45 days and expect to close more opportunities from their efforts." — *Tom Fischer, VIS of Minnesota, Inc.*

> "We are extremely pleased with your service and how fast you hit the ground running. The information provided in the notes is very useful. I also like CheckLeads and how easy it is to use." *— Bill Bowman, CFI, Boston*

> "We are impressed with the DeRosa Call Team's understanding of our business and processes in establishing effective campaigns that meet our objectives. Their skilled, responsive resources have produced qualified leads and results based on program criteria and requirements." — *Gina Dircks, Marketing Communications Director, CNT, Minneapolis*

> "The most effective marketing program we have used in over 15 years." — *Bob Field, President, MAC, San Francisco*

> "We have used other firms to assist us with business development. None were as professional as DeRosa, and the results have been tremendous to date. High quality appointments, quickly. What business development team could ask for more?" — *M. Lanaghen, Vice President of Marketing and Product Development, CP Inc., Ft. Collins, Co.*

4040 Civic Center Drive #200 San Rafael, CA 94903
PHONE 415-453-9595 ♦ FAX 415-276-1975 ♦ email: info@derosa.com ♦http://www.derosa.com

THE PROCESS — *We Hit the Ground Running*

We begin with a 150-hour Pilot Campaign spread over one to two months. We assign a four person team for the Pilot: A Project Manager who develops the script, spearheads the calling, and manages the assigned Phone Representatives; two Phone Reps who will do the bulk of the calling; and a Project Administrator who will setup the database fields, coordinate all aspects of the campaign and be the primary client liaison.

The first step to getting started is receiving the list from our client. The best lists are those that specifically target your best prospects. The list should be of sufficient size to support the size of the effort. For the Pilot, that means at least 500 records. Of course there are exceptions that you can bring to our attention, especially if your list is small, but highly targeted.

After we get the list, we start work on the guided presentation. We work with you to develop a presentation that engages the target decision makers in a meaningful discussion regarding their needs and plans as they apply to your products and services.

Once we have a working presentation, we start setting up the fields of information you want/need captured (see 'Our Technology' below). Much of this comes naturally from the flow of the presentation. It's best here to try and capture information that can be used for ongoing marketing, such as sale volume, or employee count, etc. The fields are set up with pre-determined selectable drop-downs. Each database layout will also have a section for abundant notes that we will make to convey other important data that requires more expository explanation.

Once the database and presentation are set up, our people meet with you via a teleconference training session. During the training we learn more about your products and services, and practice by role-playing with you speaking as your target customer. Of course, we will have already studied your web site and any collateral materials you have forwarded either in .pfd, Power Point, or printed.

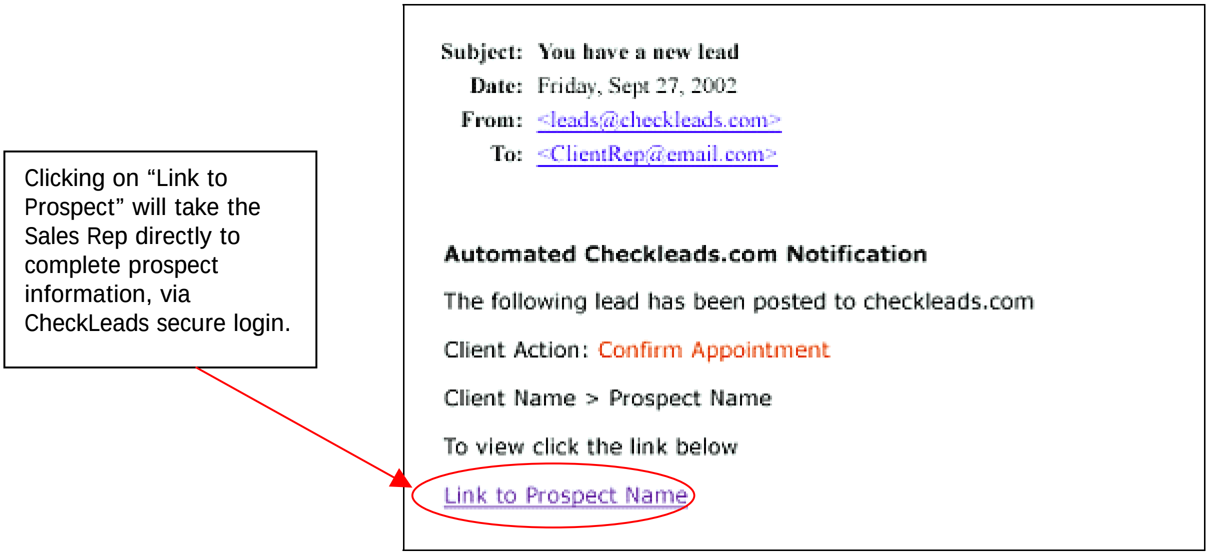
OUR TECHNOLOGY — *Real-time Delivery of Your Appointments and Leads*

We have built our own web enabled contact management system. Our Phone Reps input data into this system, and as leads are generated and appointments are set, that information is immediately made available to you on the web via secure password-protected login at www.CheckLeads.com. This client area of our system is easily accessible from any browser, anywhere, anytime. CheckLeads offers you all the functionality you need to manage the sales pipeline, forecast sales, access information immediately and download and import that information into your system. The following information is an overview of how it works.

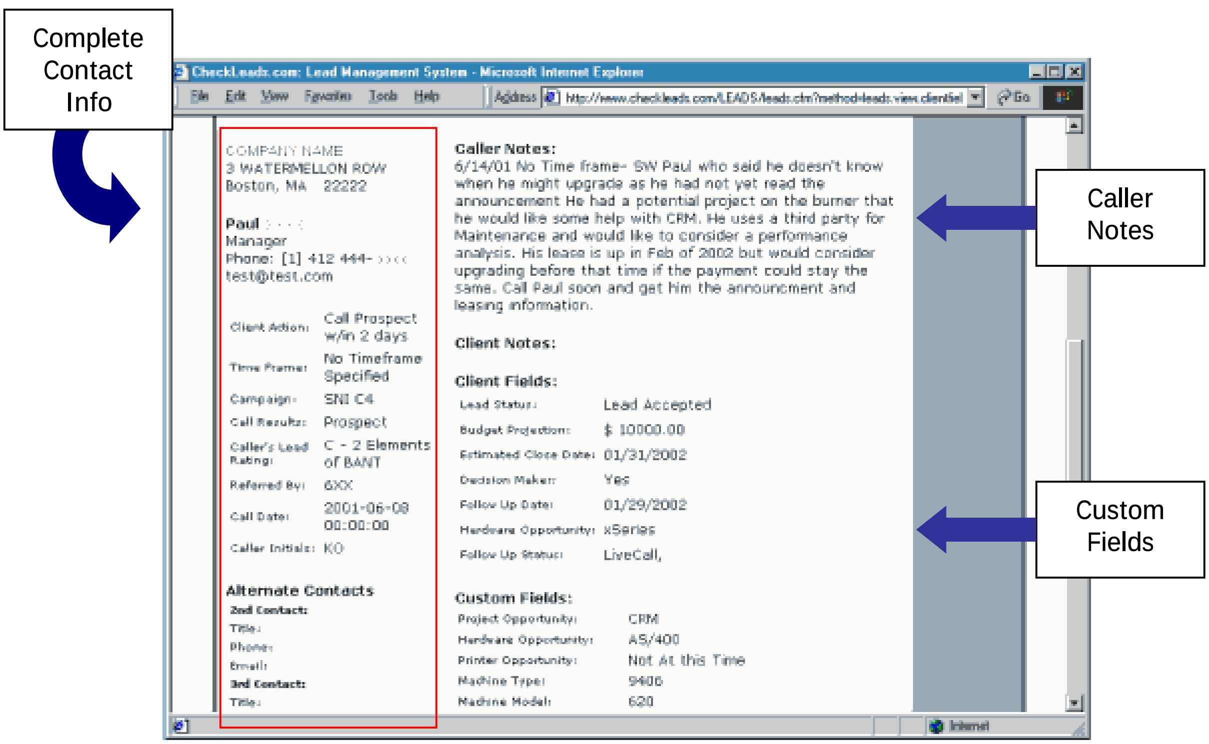
"You have a new lead"

That's what you and/or your Sales Reps will see within minutes of the time we have ended the call with your prospect. Immediately upon setting an appointment or generating a lead, the updated information flows from the Phone Rep to Quality Control and from there is made available on CheckLeads.com. Simultaneously, an email alert goes to your Sales Rep. This process, from our Rep hanging up the phone, to posting on CheckLeads.com and alerting your Sales Rep via email, *takes only minutes.*

Your Sales Reps will use CheckLeads.com to access this data, follow-through with business development, manage their pipeline, and communicate schedules to our Representatives, while your Sales Managers and Administrators will use CheckLeads.com to oversee and manage performance, regional pipelines, and compliance. Below are actual screen shots showing an overview of this process.



EMAIL ALERT



CONTACT REPORT

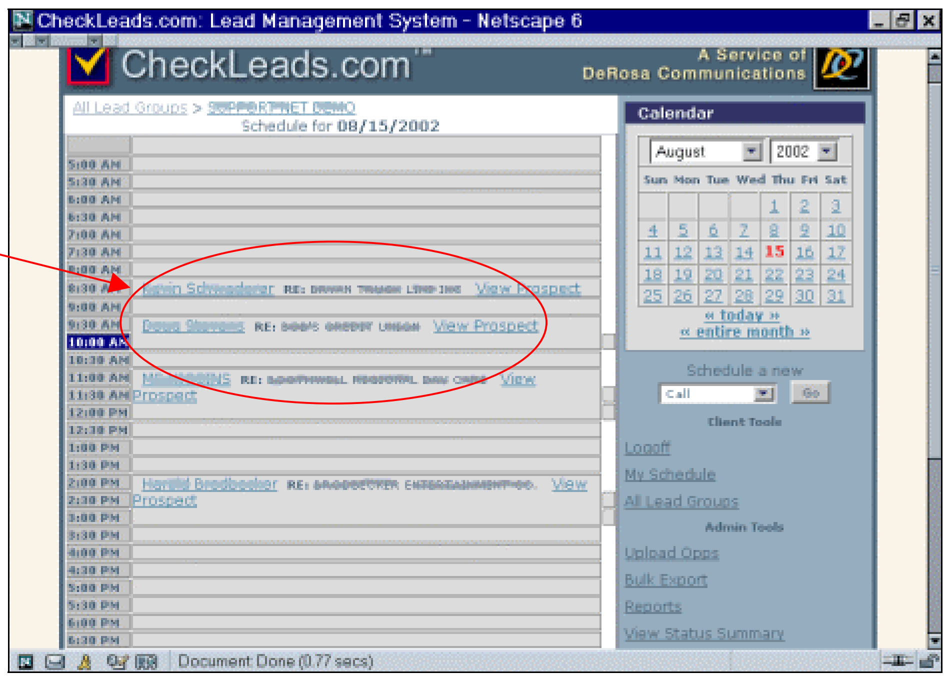
OTHER BENEFITS OF CHECKLEADS

Easy Scheduling of Appointments: CheckLeads has as interactive calendaring system that makes it easy for your Sales Reps and our Phone Reps to communicate scheduling information. When a DeRosa Communications Phone Rep has closed an appointment, and your Sales Rep is selected, the Sales Rep's calendar is accessed and the Rep's availability is displayed and scheduled. Minutes later, as the lead is processed through Quality Control and released to CheckLeads, your Sales Reps' calendar will show the appointment. The email alert your Sales Rep receives will take him/her to the lead (via secure login) and a link to the CheckLeads Calendar.

Manage The Pipeline and Forecast Sales: CheckLeads has compliance management functionality built into it that can be customized to your specific needs. The system is built to provide closed loop management of the process so your Sales Reps and Management Team can monitor the progress of the lead at all stages. In addition, the CheckLeads system gives you the ability to make revenue projections and forecast your return on investment.

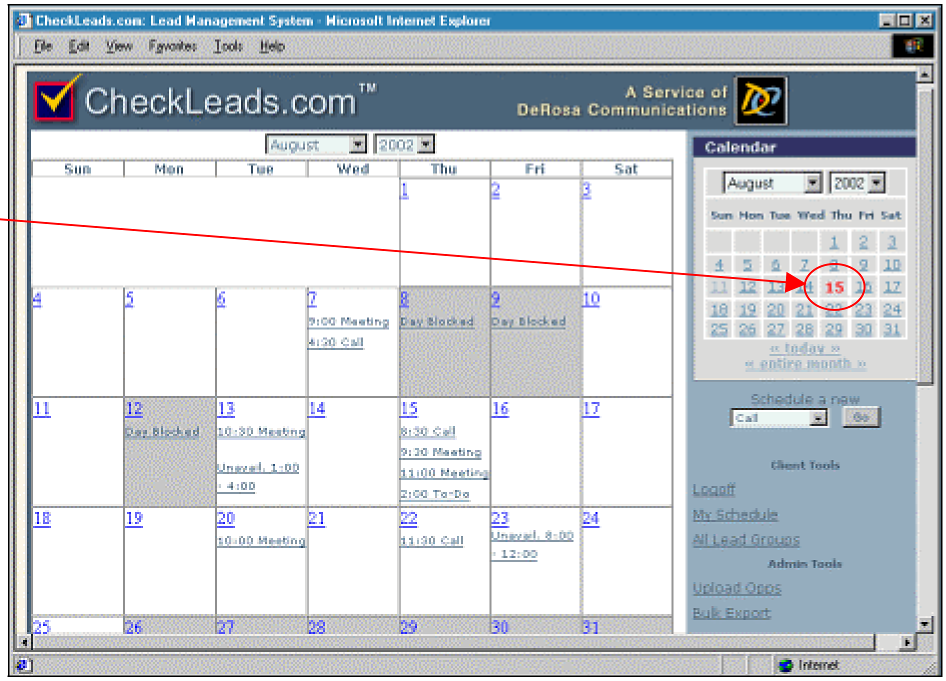
(See following screen shots)

New appointments are posted to Sales Rep's Calendar for immediate follow-up. Click on "View Prospect" to see details.



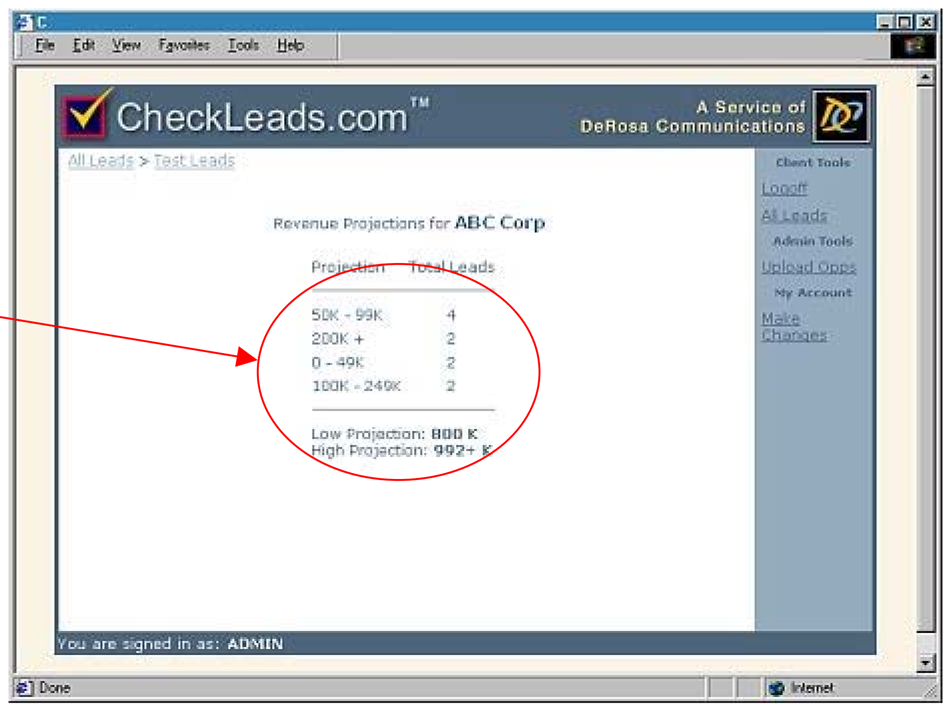
CALENDAR

View month (shown here) or click on specific date to view details of schedule for that day.



CALENDAR

Forecast your sales and make high/low projections.



REVENUE PROJECTIONS

Visit http://www.checkleads.com and view the demo for more details about CheckLeads calendaring and compliance management functionality.

METRICS / EXPECTATIONS

We promise to dial a minimum of ten dials per hour. Beyond that, the metrics depend much on the quality and accuracy of the list and the receptivity of your service or product in the market place. For example, in some cases, we close one appointment in every 4 hours of calling. Other campaigns have taken up to 15 hours per appointment.

Depending on the target market and the list quality, we are usually able to engage one to two decision-makers/influencers in a meaningful discussion regarding your services, per hour of calling, with about 100 to 150 quality presentations per 100 hours of calling. The larger the company we are calling, the lower those 'hits' will be. Once we know more about your list and target market, we can provide more meaningful projections.

Should you be interested in pursuing our services to help your business grow and want to get to know more about us, we can arrange a conference call with you and members of our team, and provide an array of references who are more than happy to discuss how we've helped them.

CONTACT INFORMATION

Jack DeRosa, President
DeRosa Communications, Inc.
Phone**:** 415-453-9595x4094
Email: jack.derosa@derosa.com