



**EXTENDED BUSINESS
SERVICES**

GENERATING REVENUE, ONE LEAD AT A TIME

Extended Business Services - PA

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SHOULD WE OUTSOURCE?

When should you outsource your business functions? The scenarios can vary from company to company but in general, it makes sense to outsource for the following reasons:

Adding headcount is not an option

You're already stretched too thin and cannot manage another team.

You have peaks and valleys in your business, staffing for these conditions is complicated.

Speed to market - You need to get up and running quickly.

You want to test new products and services or penetrate new markets without negatively impacting your existing operations.

In-house programs often fail because companies don't have the expertise or resources to plan appropriately, or fail to keep efforts focused on clear objectives because of other higher priorities and distractions. Others don't know how or don't have the resources to measure the results. And many times, companies are surprised by the cost involved (including technology, software, management) to build a program from the ground up. Depending on your specific business needs and resources, you may find a much higher ROI through outsourcing your functions with a true partner like Extended Business Services.

Business Marketing:

Lead Generation

- Telemarketing/Appointment Setting
- Voice-Broadcasting
- Fax & Direct Mail Distribution
- Lead Qualification
- Prospect List Development

Email Marketing

Trade Show & Web Events

Market Research

Data Verification

Web Design & Optimization

Social Networking Services

Call Center Services:

Outbound

- Teleservices
- Fund Raising/Charities
- Surveying
- Collections

Inbound

- Remote Receptionist
- Answering Service
- Help Desk Support

Contact Center Services:

Client Retention &

Appreciation Calls

Customer Appreciation Incentives

Friendly Reminders

Newsletters

Surveys & Questionnaires

Order Taking & Tracking

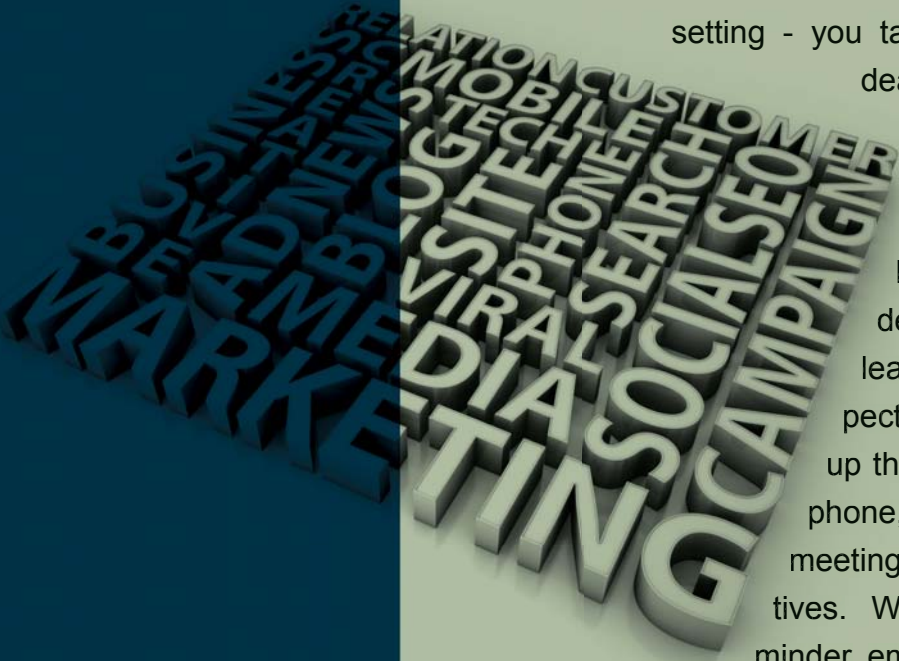
Live Customer Assistance

Centralized Contact Center/Hotline

Customer Relationship Management

Database Updating "Scrubbing"

BUSINESS MARKETING



Lead Generation Campaigns

(pay per call or per hour)

Telemarketing/Appointment Setting

EBS will take care of appointment setting - you take care of closing the deal! Using a phone presentation script that you have approved, our **outbound telemarketing agents** find the decision maker, qualify leads, see whether prospects are interested and set up the date / time to conduct phone, web or face-to-face meetings with your representatives. We can also send out reminder emails or outbound voice messages to confirm appointments.

Voice-Broadcasting Using Recorded Message

Deliver a marketing pitch or a custom message consistently, precisely worded, and mass delivered with our message broadcasting services.

Fax & Direct Mail Distribution

Direct Mail Service is still one of the most effective ways to get business. Faxing and direct mailing is cost-effective and makes good use out of your database of customers and prospects

Lead Qualification

Determine your true sales prospects by asking probing questions to qualify leads for your sales team. Transfer cold leads into warm leads.

Prospect List Development

Pinpoint the true decision makers who need your product or service using the widest available selection criteria including business type (SIC/NAICS code), executive title, company size, geography, industries, job function and demographics. Extended Business Services works with the largest compilers of business data to offer over 22 million business records. For you this means we offer the best available leads for your specific business objective, regardless of source, making us a trusted source for business mailing lists and sales leads.

Email Marketing

Send targeted messages, and we will provide you with campaign reports to track the “open and click through” rates of every email sent. Close more leads, get repeat sales and grow your business fast! Let us worry about the new regulations for spam and email opt-in campaigns. Email marketing is a very cost effective way to reach existing and new customers on a regular basis.

Trade Show & Web Events

Reach a large group quickly to invite them to your trade show, seminar or web event. Increase attendance levels, and early bird registration.

Market Research

Our services can help you identify market trends, consumer needs, consumer willingness to purchase, and price sensitivity.

Data Verification

We can build, cleanse, format and verify the information in your customer or prospect database. Let us help you manage your data to be sure you have accurate, up to date and relevant information to make strategic decisions and allow you to focus on your prime business objectives.

Web Design & Optimization

We work with world leading Web Design and Internet Marketing companies to bring you experience and expertise in providing complete web solutions which includes web design, flash web design, web development, internet marketing, SEO, search engine marketing, SEO copywriting and PPC campaign services.

Social Networking Services

Let us help you get started, many companies have found that social networking sites such as Twitter, Facebook, LinkedIn and YouTube are great ways to build their brand image. There are five major uses for businesses and social media: to create brand awareness, as an online reputation management tool, for recruiting, to learn about new technologies and competitors, and as a lead generation tool to intercept potential prospects. These companies are able to drive traffic to their own online sites while encouraging their consumers and clients to have discussions on how to improve or change products or services.

CALL CENTER SERVICES

Outbound

Teleservices

We provide efficient, cost-effective and innovative teleservices in a simplistic, client-friendly, results driven atmosphere.

Fund Raising/Charities

EBS understands your needs and the importance of the donations you seek. Successful telephone fund raising also demands experienced and caring callers, we will structure a campaign around your special needs and conduct real-time live and electronic monitoring to ensure that every call is completed with attention to your campaign goals



Surveying

Gather information from your customers, employees and business partners to get a better understanding of what they like and dislike about your company, products and services.

Collections

Extended Business Services can relieve the administrative challenges of servicing your business-to-business credit sales accounts, improving cash collections rate and moving more of your accounts to current and/or within terms. We will meet with you to identify company policy so as to develop a customized best approach to achieve required results. This includes, addressing your customer culture, your cost savings objectives, cash collections from receivables targets and timings to process improvements. This approach will collect past due invoices faster without losing the customer and your company the opportunity for a continued buy-sell business relationship.

Inbound

Remote Receptionist

No busy lines, no lost opportunities. We will happily take the calls you're too busy to handle. If you experience an increase in caller traffic, but not enough to warrant additional staff, EBS can answer the overflow calls and process them as your business would, ensuring that you'll never have another missed opportunity.

Answering Service

Allow us to answer all of your calls, so you can concentrate on the other important aspects of your business; or have us take your after hours and weekend calls so you have peace of mind knowing your customers are still being taken care of.

Help Desk Support:

We provide first level technical support, and then escalate Tier 2 calls to your on-call experts. Using our scripting process and your FAQs, our agents can be trained quickly and efficiently on your account; allowing you toll-free technical support for a fraction of the cost of hiring and training your own.



Excellent
Good
Average
Poor

Client Retention & Appreciation Calls

“Once a customer, always a customer” NOT TRUE! Taking the time to follow-up frequently and see how your customers are doing, and how the service or product is working out for them is critical to building committed, long-term business relationships.



Customer Appreciation Incentives

E-mail broadcasts or direct mail campaigns show appreciation for the customer and for their business, and you can also offer discounted prod-

ucts, services or other incentives to keep them engaged in your business.

Friendly Reminders

Keep your business fresh in the mind of your valued customers. Let them know that you are still around and active. Send appointment reminders for routine check-ups, special upcoming events, etc.

Newsletters

Keep your customers updated regularly of new services or changes in your business. Remember to share important tips and information about developments in the market, or other relevant insight or advice. Show them that you are truly experts in the field and that you are not only offering services or products, but you are keeping

the lines of communication open using many different methods.

Surveys & Questionnaires

It costs 10x's less to retain an existing customer than it does to replace them! Be proactive in understanding their needs and feelings by soliciting their feedback. Using Extended Business Services as an impartial third party to ask satisfaction questions allows the client to give open and honest answers. Based on their feedback you are able to respond accurately to their needs. When customers are on the line is a perfect opportunity for cross-selling/up-selling telemarketing targeted offers. Our agents are trained to know the right moment when to turn outbound service calls into **outbound telemarketing calls.**

Order taking & tracking

Today's customer shops when it's convenient for them. Are you ready to answer the call or process an order after hours? With EBS's order taking service you will never miss another sales opportunity.

Live Customer Assistance

A professional alternative to hiring full-time representatives. We answer with your company name and project the image of a larger organization. It's affordable; much less than employing full-time in-house personnel and your clients will have the added bonus of avoiding impersonal voice-mails and busy signals.

Centralized Contact Center/Hotline

Centralize business functions; your clients get first-class customer service when EBS answers the call. When your company gets an influx of requests, don't miss out on precious business opportunities. With over 25 years experience in the call center business, our professional and highly skilled staff is waiting to assist you and your customers.

Customer Relationship

Management: Determine customer behavior, make sound management decisions and execute targeted marketing campaigns.

Database Updating "Scrubbing"

Your customer and sales database may contain data inputs received from any number of sources. Such unstructured and often inadequate information may dampen customer focused activities. Improper formatting, redundancies and incorrect data are cleaned up using our database updating capabilities.



OUR MISSION



Extended Business Services will deliver and support only the highest quality marketing services, technology solutions and call center applications to enhance business to business relationships, **GUARANTEED!**

With this as our primary mission, we will provide the corporate market with new and exciting ways to efficiently manage external vendor and customer transactions, marketing, administrative assistance and project management yielding continual savings for the users of our services as an extension of their business. Our company will be a valuable resource as both a procurement service and an engineered sales resource. Combined with our quality Internet-based marketing and customer management tools, our clients can expect positive results and long term growth.