



THE RIGHT SYSTEMS, PEOPLE AND TECHNOLOGY TO WORK FOR YOU.

Harte-Hanks answers the call to build revenue for your brand.

Better services for better results

You know the value of a strong telesales effort. You've seen how positive results can happen. But you know the challenges you face in launching a program that works. You need a partner you can trust to make your telesales program work to achieve your goals.

At Harte-Hanks, we've been creating results-oriented telesales strategies for many of the best known brands in earth—for more than three decades. We've proven ourselves to be a partner who produces exceptional results for our clients.

We offer you:

- Highly trained and qualified staff focused on understanding your needs, as well as they know your products and services.
- Strategies that integrate into your overall marketing mix to further support your brand.
- Cost-effective strategies gained from our experience in creating solutions for companies across all industries.
- Incomparable processes, technology and people committed to employing the right strategies that are integrated into your sales cycle to quickly help you impact sales.

A team that works for you

No need to worry about unqualified staff. We only employ the finest telesales representatives. Our people not only know the art of telephone sales, they fully understand your industry and the needs of your brand. We combine this experience and passion with a deep knowledge of the marketplace to create solutions that motivate your prospects to engage in your brand.

You'll truly have a global partner working to attain your goals. We have call centers in 28 countries and can boast of fluency in over 25 languages. We help you identify, qualify and nurture customers and prospects over the phone—regardless of where they are. We then qualify these leads and get them into your sale cycle to drive revenue.

Better prepared to handle the job

We support our agents with cutting-edge technology that fully integrates their telesales efforts into your sales process to keep viable prospects engaged in your brand.

INSIGHT INTO YOUR BUSINESS

Our agents not only know the art of telephone sales, they fully understand your industry and the needs of your brand.

BENEFITS AT A GLANCE

- Flexible programs backed by experience in a variety of industries
- Trained teleservices representatives in 28 countries, fluent in 25 languages
- Fully integrated solutions that fulfill marketing goal
- Unsurpassed technology, processes and people committed to producing results in highly cost-effective ways
- Proven processes to measure results and manage performance to your requirements
- The talents of telesales representatives with the skills, training and specific product knowledge to effectively represent your products and brands



TELESERVICES SOLUTIONS



Take advantage of our expertise and see how we can help you implement a highly successful telesales strategy that builds sales. Our services include:

Agent Recruitment: Plain and simple...our people make the difference. But the process is anything but simple. Our established hiring processes enable us to uncover the most skilled representatives who understand telenurturing and are passionate about your products and services.

Sales & Product Training: Even the best candidates require exceptional training. Our proven telesales training program provides extensive training on your products and services, plus we provide ongoing education to keep our team current on all industry trends.

Monitoring and Sales Coaching: Our approach includes continued support and training to help our agents learn how to best nurture your prospects. We train our agents anticipate the needs of your customers and potential customer to maximize your lead generation program.

Measurement and Performance Management: We constantly track and measure your program and monitor the performance of our strategies and tactics. We focus our efforts on developing solutions that help you achieve your goals.

Customized strategies suited to your business

In order for your telesales efforts to be successful, it needs to work around your brand's individual needs. While Harte-Hanks has the expertise from working with some of the biggest names in business, we never take a cookie-cutter approach to finding solutions.

At Harte-Hanks, we feel it's more important to understand your business and know your marketing goals. We'll take the time to learn your business, understand the challenges you face and the strategies you've created to improve your marketing and operations.

This approach ensures that our contact center team's stay focused on those things that make a meaningful and measurable difference in achieving your goals.

ABOUT HARTE-HANKS

At Harte-Hanks, we know it takes more than guesswork to create direct marketing solutions that help you win, keep and grow your customer base. It takes true **insight** to understand complicated customer and marketplace data, and decipher how your customers and prospects behave. It takes people with **passion** to do whatever it takes to create innovative marketing communications that don't just break through the clutter – but break through the barriers to get response. And it takes a focus on delivering impressive, business-driving **results** to make sure you get maximum value from your direct marketing investment. It takes the people of Harte-Hanks.

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Insight. Passion. Results.