

# Get. More. Leads.

Connect with conversation to generate leads  
and drive sales



## Outsourced Lead Generation and Inside Sales



### Is outbound calling right for you? Do you have:

- Ambitious sales goals?
- A new market to penetrate?
- Unreturned inquiries from your website, events or past campaigns?
- Salespeople that hate cold-calling?
- Hard-to-reach decision-makers?
- Uninspiring results from email or other campaigns?

A professional lead generation call campaign can solve these challenges.

### Find new leads to crank up your sales cycle.

As a custom manufacturer, achieving your sales and revenue goals requires a robust set of tools. And while digital methods like email, ads and video have grabbed the spotlight in recent years, calling continues to prove extremely valuable for manufacturers and B2B businesses.

Whether you're exploring a new market segment, promoting your custom capabilities or simply trying to reconnect with past customers, you know how challenging it can be to engage with busy decision-makers at OEMs and Tier 1, 2 or 3 suppliers.

Outbound calling proves highly effective in connecting with these B2B prospects and customers. The professional, engaging voices and a skilled, listening ears of our highly trained callers deliver immediate, tangible results with a highly competitive ROI.

### Did you know?

- Data shows **salespeople routinely give up after 3 call attempts**—when 6 or more are usually needed to convert and qualify a lead.
- At Volkart May, we routinely return **10:1 or greater ROI** for our clients, even on their first outbound calling campaign.

## Volkart May Services



### Generate Leads

We cold call and deliver qualified leads and accurate prospect info so your sellers can close more deals.



### Quality Inquiries

We sort and prioritize inbound inquiries and discover the real decision-makers.



### Set Appointments

We create a stream of new opportunities and book appointments directly on your reps' calendars.



### Identify Insights

We help you research and understand your customers, optimize your pitch and maximize your sales.



### Grow Relationships

We sort and prioritize inbound inquiries and discover the real decision-makers.



## 30 years of lead generation experience

Founded in 1990, **Volkart May** is a woman-owned, people-focused contact center that specializes in helping companies connect with conversation. From generating leads to driving sales to uncovering breakthrough insights, we know there's still nothing more powerful, engaging and valuable than one-to-one human conversation.

We believe a contact center caller should be virtually indistinguishable from your own team members. Handoffs should be seamless. And qualified lead appointments should be waiting on your sales team's calendars. When we help our clients grow qualified leads, we help them grow sales.

## CONTACT WMEP TODAY:



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