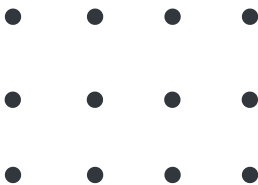
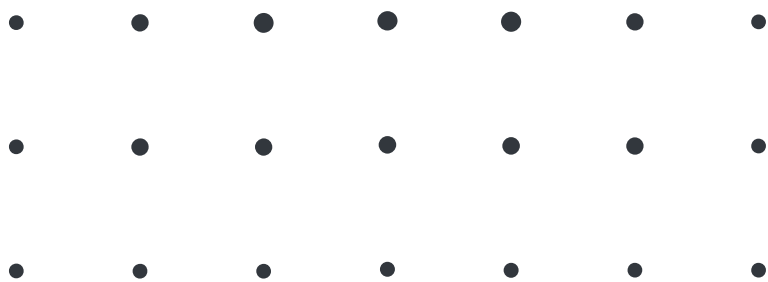


SERVICE OVERVIEW

What you can expect if you come on board with us at
Exceptional Thinking





Exceptional Thinking.

Thank you for requesting our service overview.

If you're anything like our current clients, you'll likely be completely disillusioned by appointment setting and lead generation.

You may have hired a lead generation company before, only to have been burnt or perhaps you've hired a business development manager who hasn't done a good job for you.

However you remain convinced that there is a solution out there that can give you qualified, consistent leads on a monthly basis and you're wondering whether our offering may suit what you're looking for.

If you are looking to take your business to the next level and land quality, consistent monthly appointments with your dream prospects then you have come to the right place.

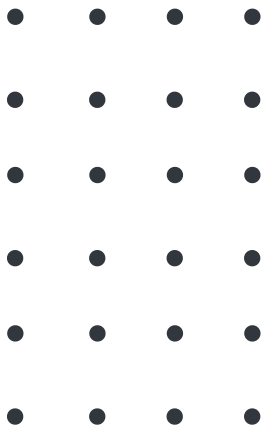
We look forward to working you.

Sincerely,

- Helen, Nick, James & The Team at Exceptional Thinking -



INTRODUCTION



Why Are We Different?

If you're looking for loads of leads, we're definitely not the company for you.

We specialise in getting you low volume, but really high quality appointments with your ideal clients. We do this consistently too.

Within three months, you'll be receiving three to six exceptional quality appointments with senior decision makers who want to talk to you about your products and services.

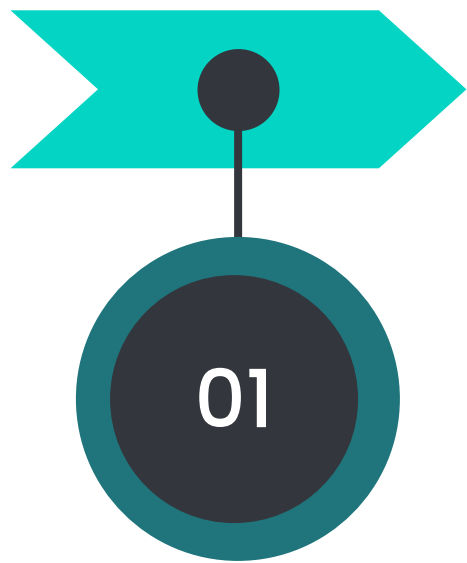
You'll get these appointments every single month from us.

We know how much of a risk it is to hand over your appointment setting to us, especially if you've been burnt in the past. So, we do everything we can to reassure you, including guaranteeing the appointments we book.

When you first start working with us, we have a kick-off meeting to make sure we understand your business and then a weekly 15-minute catch-up call to make sure we're on track.

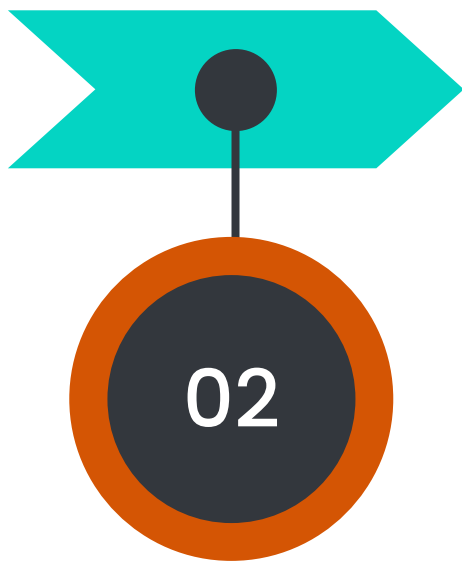
We send you call recordings when an appointment is booked and ask you for feedback on how the appointments have gone. We believe in transparency and in working together to get results.

Our Unique 5-step Lead Process



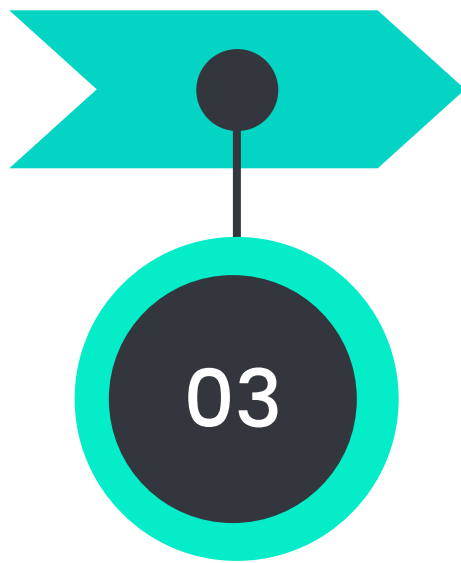
Your Brief

All we need from you to get started is an understanding of who you are, what you do and why people should buy from you. We do that by having a kick-off meeting so you get to know our team and we get to know yours.



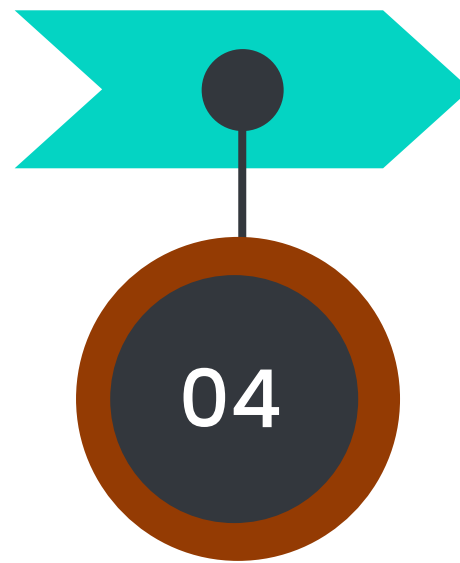
Connecting

Our experienced team researches target companies and decision makers on LinkedIn every week. We'll send these over to you so you can check there's no-one on there you don't want us to connect with. Once approved we'll then connect with them on LinkedIn.



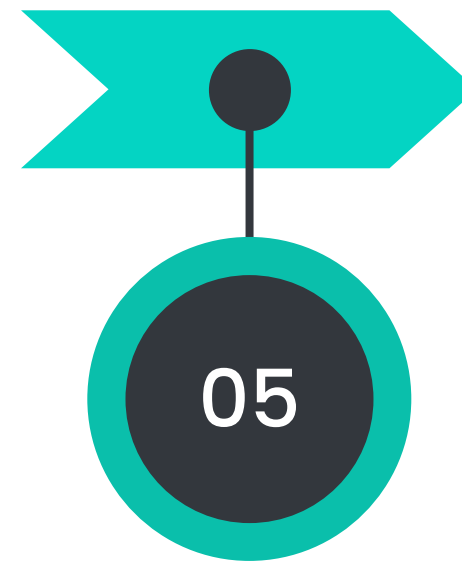
Appointments

Once people start to connect back, we'll send them an approved follow-up message to warm them up, build a relationship with them and invite them to talk to you. It's quite possible we'll get some appointments directly from LinkedIn.



Time To Shine

Our experienced telemarketers will then call the connections, building that all important relationship with them until they're ready to have an appointment with you. If they're a good fit we'll book them directly into your diary to have a conversation.

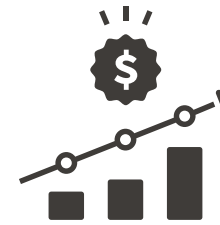


Keep Talking

Accountability is what sets us apart from our competition. We schedule a 15 minute weekly catch-up with you to let you know exactly what's happening each week and then send you monthly stats to keep everything on track.

WHY GENERATE NEW LEADS?

4 **key-points** on why you should be generating new leads for your company in the first place.



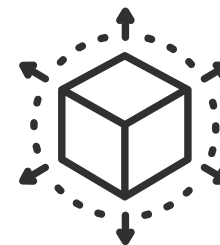
NEW LEADS MEANS MORE SALES

The more leads you have, the more sales you're likely to make. If you want to truly grow your business, you need to keep finding new leads and building new relationships with your dream prospects. The more people you're talking to, the more likely you are to find someone who's interested in what you're selling.



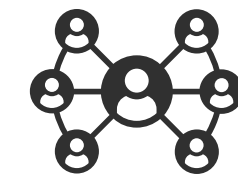
STAY AHEAD OF COMPETITION

If you're not constantly looking for new leads, your competitors will be. By staying on top of the latest trends and technologies, you can make sure that you're always one step ahead of the competition. Lead generation should be a top priority for any business, large or small.



NEW PERSPECTIVES

If you're only focusing on your current customers, you're missing out on a whole world of new perspectives. We'll help you to get insights into new markets and niches that you never would have thought of before. Increasing your customer base will also help to increase brand awareness and boost your company's bottom line.



DEVELOP KEY RELATIONSHIPS

Relationships are key in business. The more connections you have, the more likely you are to succeed. When you meet new people, you have the opportunity to build relationships that can last a lifetime. Lead generation gives consistency in bringing you a steady flow of fresh business relationships.

Success Stories & Case Studies-Part 1

LAURENCE GOODE

ActionCOACH have successfully built their practice over a number of years. They work with Managing Directors running businesses with at least a £500k turnover that are hoping to grow their business and exit this at some point in the future.



Laurence Goode approached us as he was looking to grow his business and attract an excellent calibre of potential prospects.

We used our integrated appointment setting approach, combining LinkedIn, Telemarketing and Email Marketing to book meetings for Laurence. However, in the initial few months, although we successfully booked appointments, Laurence had a high rate of people not turning up.

We quickly realised this was because business owners are often busy during Wednesdays and Thursdays sorting out priorities in their own businesses, which happened to be the exact days we were booking appointments on. Once we changed this, Laurence started enjoying and benefitting from our excellent appointments, turning many of them into clients.

CLIENT FEEDBACK

"Just listening to a call in prep for tomorrow and just had to drop you a line to say I am again blown away by how masterfully your telemarketer controlled this call. Her knowledge of how I work is uncannily almost better than my own, and the information she elicited from this prospect makes my job not just easier, but enjoyable tomorrow."

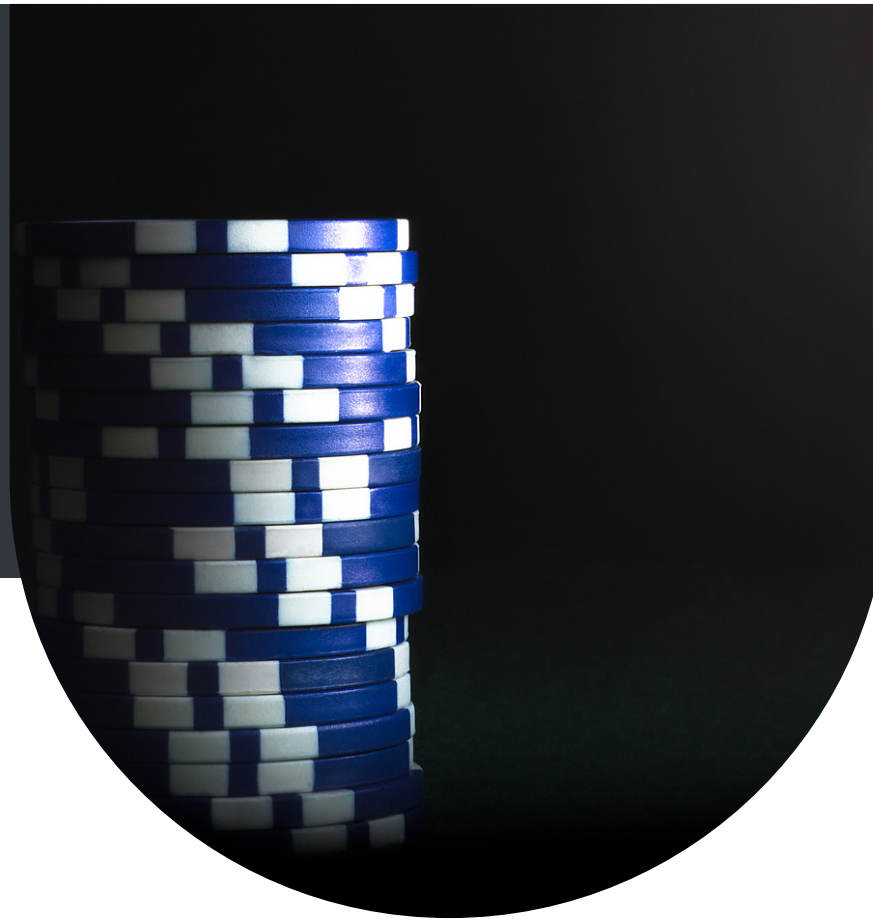
"I know all your staff are excellent but listening to your telemarketers is a masterclass in sales which benefits me, the prospect, and Exceptional to a very high degree. This is why I could now never go anywhere else."

- LAURENCE GOODE, ACTION COACH -

Success Stories & Case Studies-Part 2

PROMONTORY

Promontory are based just outside of Blenheim Palace in Oxfordshire and specialise in helping blue chip companies keep the promises they make to their customers.



They work with Skoda, Volkswagen, Samsung, Oxford and Barclays Bank, to name but a few and have not only created their customer service strategy but have also implemented this to create the new way forward for the business.

Promontory approached Exceptional Thinking as they wanted to secure appointments with new blue chip companies around the country. Like many of our clients, they'd worked with lead generation companies before but hadn't enjoyed much success with them.

Using our unique and integrated lead generation approach, combining LinkedIn, LinkedIn messaging and telemarketing, we have successfully secured appointments for Promontory including Jacks (Tesco's new brand) and Lakeland.

We are now working with Promontory to create a nurturing sequence to help keep some of the potential clients warm until they are ready to buy and of course continuing to get qualified appointments for them.

CLIENT FEEDBACK

"I have pleased and secretly delighted by the success Exceptional Thinking have had with getting appointments for us. We have had numerous replies from LinkedIn that are interested in discussing our services further and are expecting some of the potential prospects we've seen to become clients shortly."

**- SCOTT GARRETT, MANAGING
DIRECTOR, PROMONTORY -**

Success Stories & Case Studies-Part 3

NEO PR

Neo PR are an industry leading PR company to the technology sector who enable their clients "to be heard above the background noise"



Historically Neo PR ran on referrals and word of mouth and had tentatively dipped their toe into the world of lead generation. Closing deals was never the issue for Ashley – the Managing Director, who had an above 80% conversion rate.

Ashley wanted to grow the business but realised that he didn't have the time or capacity to generate leads for himself, that he could turn into business.

That's when Ashley reached out to Exceptional Thinking – we had an in-depth kick off meeting with Ashley, who explained exactly what he was looking for in a qualified lead, breaking down the sector, type of business and the specific needs and growing pains that the prospects were encountering.

To this day, Ashley has received numerous qualified leads and has actually turned nearly 50% of these into revenue, not only covering his costs but actually providing a huge return on investment.

CLIENT FEEDBACK

"The guys at Exceptional Thinking are making a material difference to our sales pipeline. They are process oriented with a slick lead generation engine powered by an exceptional telesales team. The leads we've had through so far are very winnable and we we've gained two new clients in the first few months of engagement. If you need to generate new business fast, Exceptional Thinking is the way to go."

– ASHLEY CARR, CEO, NEO PR LIMITED –

Exceptional
Thinking

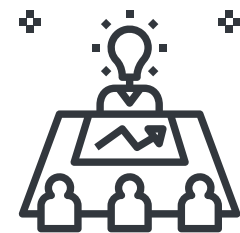
THE EXCEPTIONAL TEAM

We're proud to have a team of **talented** and **dedicated** individuals who are **committed** to helping our clients succeed.

Meet The Team.



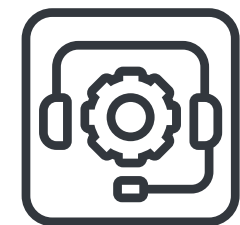
We believe that great ideas come from **exceptional thinkers**. That's why we've assembled a team of the best and brightest minds in the industry. We're constantly pushing the envelope to deliver results that exceed our clients' expectations.



Senior Managers: Helen, Nick and James the Directors. They make sure everything that we're doing for you works like clockwork.



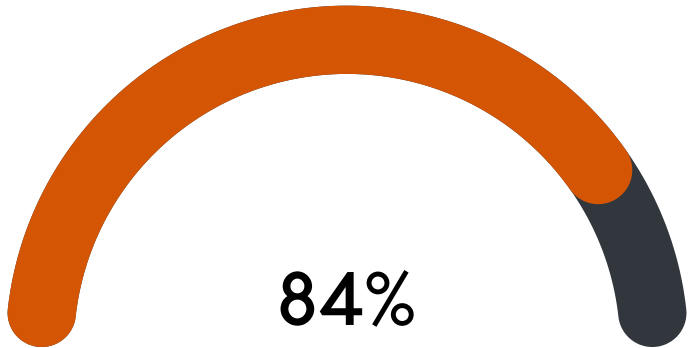
Ops Team: Nicola our head of admin, Ben, Abbie and Lewis all look after your LinkedIn so that you start that vital relationship with potential clients.



Telemarketing: Carly our head of telemarketing alongside Becky, Wendy, Mike, Peter, Lee and Dave, call the contacts we've connected with on LinkedIn, nurturing them and building that relationship until they're ready to commit to an appointment with you.

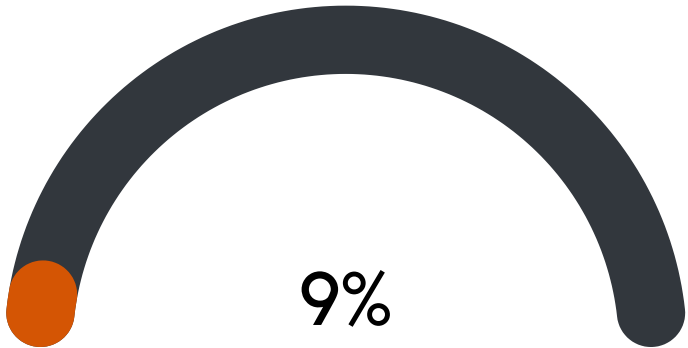
Time To Call Guide.

Over the years, we have booked **thousands** of appointments, with all manner of decision makers, from **C-Suite level** executives in **FTSE 250** businesses, to owners of small, niche companies. We've collated this data and now use it as a handy tool to allocate our resource, depending on the campaigns we are working on.



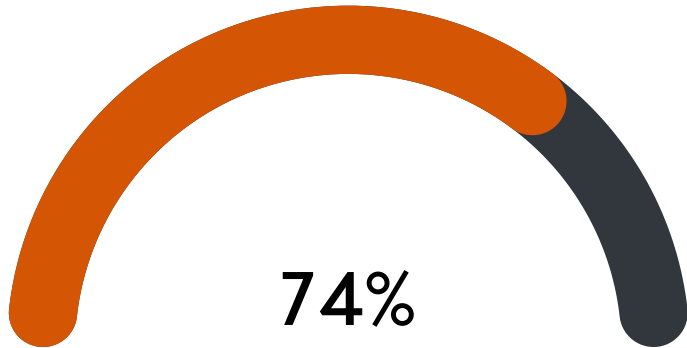
84% of appointments with C-Suite Executives are booked on a Wednesday or Friday

EXCEPTION OF CTO / CIO / CISO



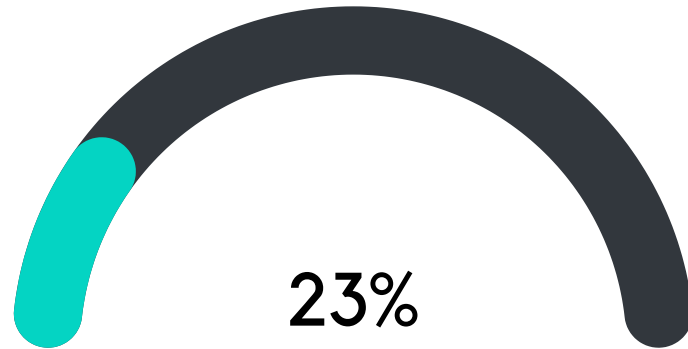
DO NOT call business owners on a Wednesday, use other levels of Decision Maker

9% APPOINTMENT SUCCESS RATE ON A WEDNESDAY

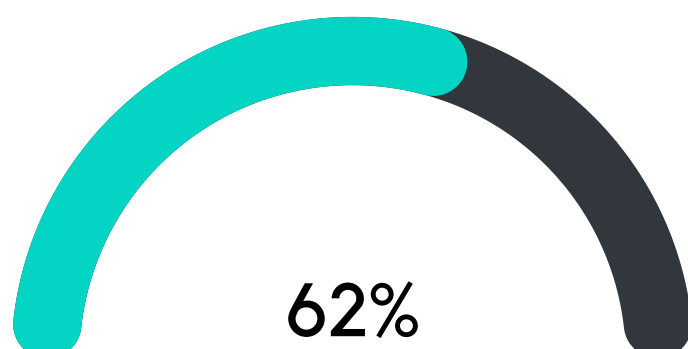


74% of recruitment appointments are booked on a Tuesday or Thursday

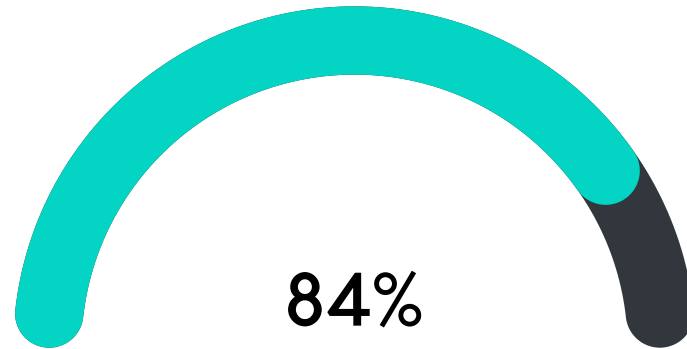
HR DIRECTORS & TALENT ACQUISITION



23% Client meetings within the week are booked on Tuesday between 9.30am -12pm



62% Client Conversion rate from the appointments we book for them



84% of leads generated: Professional Services, Engineering, Manufacturing, Marketing, Construction, Retail & Technology

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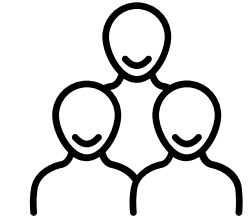
LET US HELP YOU GROW YOUR BUSINESS

Let us do all the hard work
so that you can focus on
the **important** stuff.



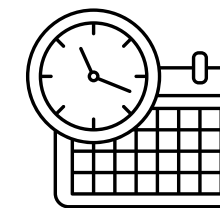
FULLY GDPR COMPLIANT

Our company is committed to GDPR compliance at all stages. We have implemented strict policies and procedures to ensure that all data is collected, processed, and stored in accordance with the GDPR. We will take immediate action if any non-compliance is detected.



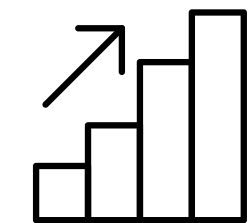
FILL YOUR FUNNEL

At Exceptional Thinking, we are dedicated to helping you find and connect with your dream prospects. We'll work with you to ensure that your funnel is full of the people who are right for you. With our help, you'll be able to find and build the relationships you need to succeed.



OPTIMISE YOUR TIME

As a business owner, you know that your time and energy are best spent on running and growing your company. That's why we work hard to find new clients for you, so you can focus on what you do best. Whether you're just starting out or are looking to expand, we're here to help.



GROW YOUR BUSINESS

We've helped many different companies take steps towards growth by setting up exceptional appointments with their dream prospects. We will do our best to find you the best lead appointments in your industry, increase revenue and keeping you well ahead of the competition.

What Results Can You Expect In Your First 3 Months?

If you're coming on board with Exceptional thinking, you might be wondering what kind of results you can expect in your first three months. Here's a quick overview of what you can expect to achieve in this time frame. **Results may vary:**

1500+

Prospects Engaged

Our team will engage with over **1500** potential prospects on LinkedIn.

20%

Response Rate

Out of those **1500** potential prospects we expect **20%** to connect back.

50+

Inbound Enquiries

We expect to generate **50+** leads from the **20%** that connect back.

150

Spoken To

Expect around **150** follow up calls to qualify all your potential leads.

10+

Generated

From the **50+** Leads generated we expect to land you **10+** appointments.



Still Not Convinced?

We **guarantee** that over a quarter we will **fulfil** your target. If we don't, we will work for **FREE** until we catch up with the leads we have committed to contractually.

Exceptional Leads. Exceptional Results.

We're always **improving** our process to make sure that our clients are getting the most qualified lead appointments as possible. If you're looking for a lead generation service that can **trust** and deliver **exceptional** results, you've come to the right place.
Here are some of our impressive company stats:

500+

Valued Clients

Over the years we're proud to have helped over **500** clients grow their businesses.

2.5

Client Time

Our clients spend an average of **2.5** years with us after first coming on board.

120+

Qualified Leads

Over **120** new client appointments generated every month across the board.

62%

Closed

Clients tend to close an average of **62%** of their appointments every month



Winner: Best Lead Generation Agency 2022 (**2022 Global Business Awards**)
Winner: Lead Generation Experts Of The Year - (**Southern Enterprise Awards**)
Winner: Best Telemarketing & Lead Generation Specialists - (**Small Business Awards, 2021**)

Exceptional
Thinking

LETS BREAK DOWN THE COST

No nonsense upfront
costs. **All packages are
subject to VAT.**

1

£1950 p/m

- 3 exceptional appointments
- Campaign set-up
- LinkedIn connections & follow-up
- Calls to connections
- Target lists

Get Started

2

£2500 p/m

- 4 exceptional appointments
- Campaign set-up
- LinkedIn connections & follow-up
- Calls to connections
- Target lists

Recommended

3

£3600 p/m

- 5-6 exceptional appointments
- Campaign set-up
- LinkedIn connections & follow-up
- Calls to connections
- Target lists

VIP

FAQ's

Q: How is this process different from other forms of marketing?

A - Our process is based on permission-based marketing and relationship building. Because we start building this from the beginning on LinkedIn, it means the appointments are much more qualified and our clients consistently get between three and six leads each and every month.

Q: What results should I be expecting?

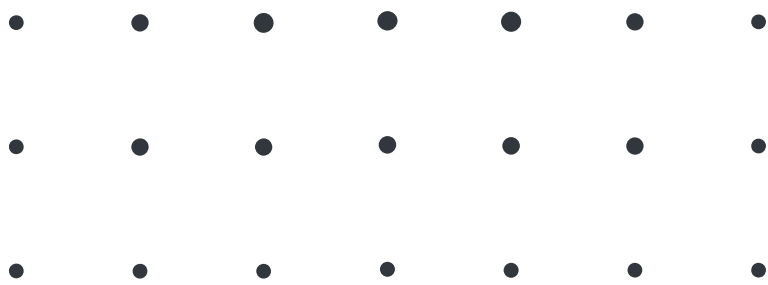
A- We would usually expect to see at least one qualified appointment in month one with hot prospects coming through; two to three qualified appointments in month two with more hot prospects and then four to six qualified appointments from month three onwards.

Q: How long before I see return on investment?

A- We're getting appointments with hard-to-reach decision makers so it's likely that they'll need to get board approval on moving forward with you. As such, most of our clients are seeing returns within six months of working with us. However, if you're not happy at any time, you can stop working with us by giving a month's notice.

Q: How confident are you that you can get me the results I'm looking for?

A - We wouldn't be doing ourselves any favours if we knew we couldn't get the results you were looking for but worked with you anyway. If we didn't feel confident, we would have told you that on our first phone call so if we've got this far down the line, we're pretty confident.



WE HOPE THIS WAS USEFUL.

Thankyou for taking the time to read through our service overview.

We hope to have you on board with us in the future. We know that you will love our services. and we can't wait to get started and help you grow your business.

That's why we are dedicated to helping you succeed.

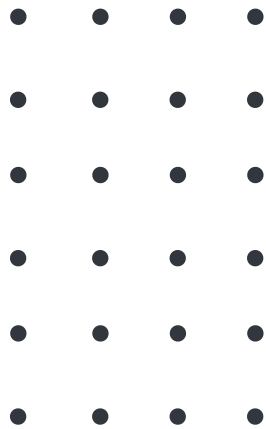
Thank you for again for considering us as your lead generation partner.

Sincerely,

- Helen, Nick, James & The Team at Exceptional Thinking -



THANKYOU.



Exceptional
Thinking

GET IN TOUCH

We are here for you. If there is **anything** that we can do to help, please don't hesitate in reaching out.

The Next Step Starts Now.

WEBSITE

www.exceptionalthinking.co.uk

CALL/EMAIL US

01386 298 042
helen.dowling@exceptionalthinking.co.uk

OPERATING HOURS

Monday-Thursday
8:30am-5pm

Friday
8:30am-1pm

