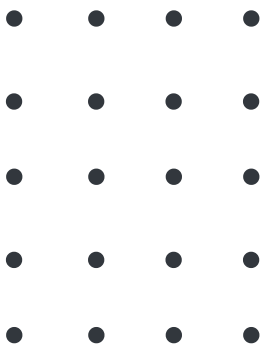


# SERVICE OVERVIEW -

What you can expect if you come on board with us at  
Exceptional Thinking as a technology company





# Exceptional Thinking.

Thank you for requesting our technology package.

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.

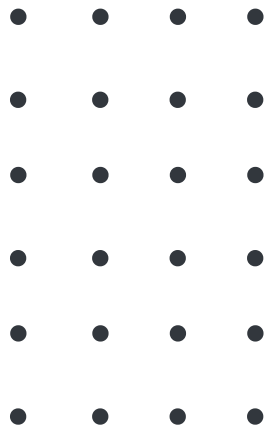
If you are looking to take your business to the next level and land quality, consistent monthly appointments with your dream prospects then you have come to the right place.

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.

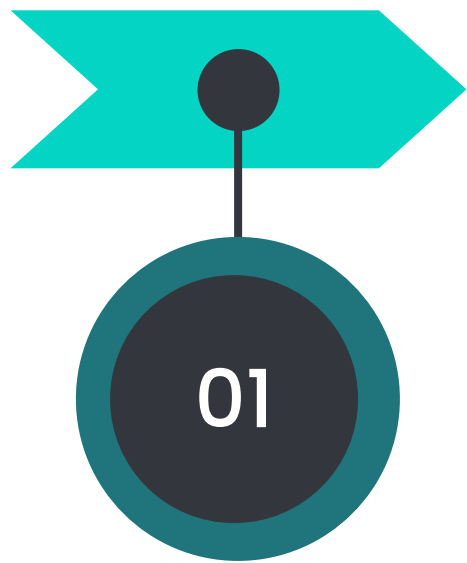
You'll get these appointments every single month from us.

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.

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.

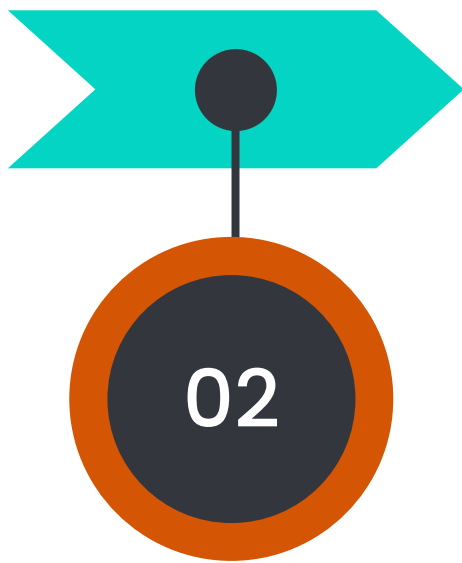
We send you call recordings when an appointment is booked and ask you for feedback on how the appointments have gone. We believe in transparency and in working together to get results.

# Our Unique 5-step Lead Process



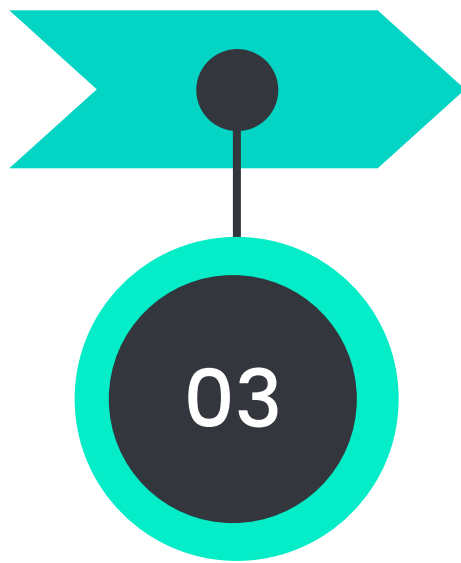
## Your Brief

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.



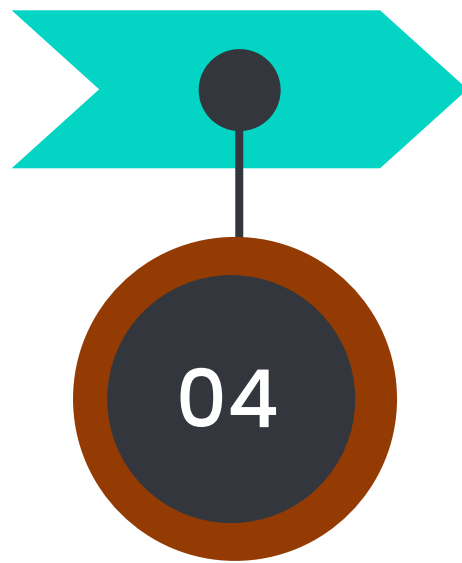
## Connecting

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.



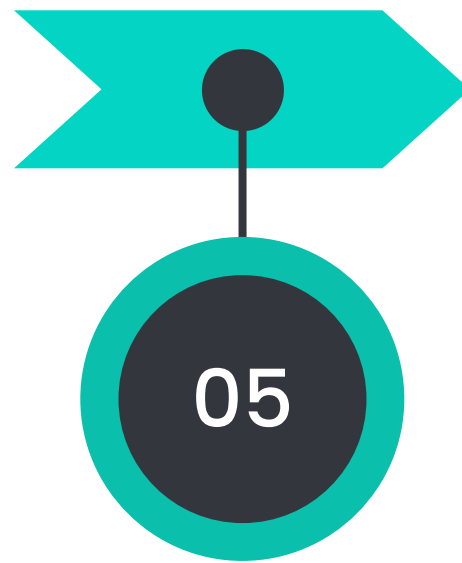
## Appointments

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.

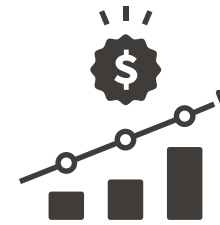


## Keep Talking

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.



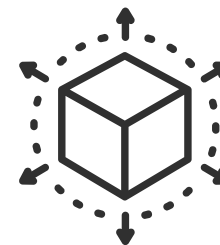
## NEW LEADS MEANS MORE SALES

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.



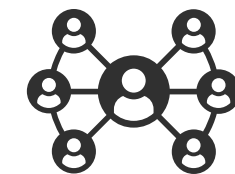
## STAY AHEAD OF COMPETITION

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

## ASCARII

Ascarii is a SAP Business One provider based in Worcestershire. Having achieved the gold partner award from SAP, they are among the top performing providers in the country.



Ascarii were looking for a different appointment setting technique and approached Exceptional Thinking for advice.

We suggested using LinkedIn to find good targets, message them to follow up and then use telemarketing to book the appointment.

## CLIENT FEEDBACK

*"Although we'd used lead generation companies before with some success, we were looking for something a little bit different. Exceptional Thinking's approach really appealed to us and we could see immediately how LinkedIn would work for our business. Not only have we seen leads come through from this method, but we've also been very impressed by the communication we've received; we've not had to ask or chase for anything. We would highly recommend Exceptional Thinking if you're looking for lead generation and appointment setting."*

**- STEWART WILSON, ASCARII -**

# Success Stories & Case Studies-Part 2

## TES

Total Enterprise Solutions are a certified Microsoft 365 Nav partner, specialising in working with and helping charities and non-profit organisations transform their financial systems.



Using this strategy has already proved successful for TES, exceeding targets set so far and we look forward to working with them to uncover more opportunities in the coming months.

## CLIENT FEEDBACK

*"We were working with another organisation for our lead generation, but unfortunately we were finding we weren't getting the results we needed. We were intrigued by Exceptional Thinking's LinkedIn approach and wanted to see whether it would work for us, and we're really pleased to say that it has. We have already received a number of leads and are currently talking to a few of them seriously about our products and services. We're very happy to recommend Exceptional Thinking."*

**- ANDY LEES, TOTAL ENTERPRISE SOLUTIONS -**



# Success Stories & Case Studies-Part 3

## NORTHSTAR

Northstar was started by John Williams and his wife Donata in 1999 and since then they have been providing IT support and services to companies in Bristol and the South West as well as throughout the UK



Northstar's main speciality is building IT infrastructure, network configuration and utilising Cloud computing to enhance their client's businesses.

Their clients range from companies that have chosen to completely outsource their IT through to businesses that need third line support alongside an in-house team.

Northstar knew the importance of marketing and had tried to do this in-house over the years.

They had attempted everything from cold calling to email marketing and social media.

Although it did help a little, as John admits, it wasn't being particularly effective and he was concerned that the effort wasn't providing the return on investment.

John wanted a marketing company that would give him a multi layered approach to promote his business as well as generating leads, leaving him free to get on with running his business. We came up with a marketing strategy that included LinkedIn, email marketing, social media marketing and telemarketing.

## CLIENT FEEDBACK

*"One of the key successes being that Northstar were able to be part of a tender for a large retailer in Bristol which is worth £140k in the first year alone. Out of all the marketing companies I've worked with, ET are the only ones who actually get results."*

**- JOHN WILLIAMS, NORTHSTAR -**



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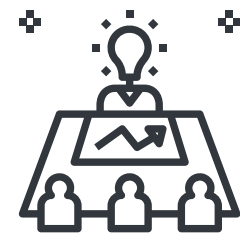
# THE EXCEPTIONAL TEAM

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

## Meet The Team.



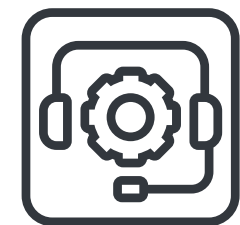
We believe that great ideas come from **exceptional thinkers**. That's why we've assembled a team of the best and brightest minds in the industry. We're constantly pushing the envelope to deliver results that exceed our clients' expectations.



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



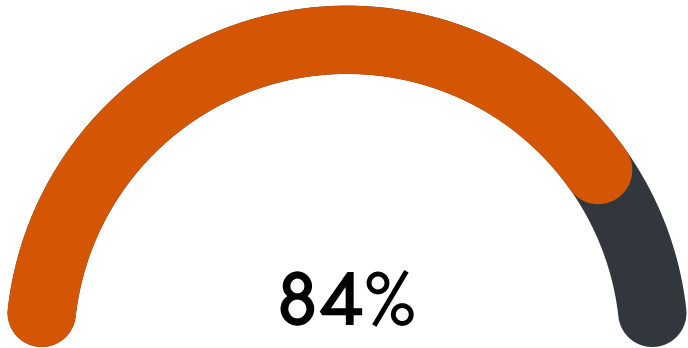
**Ops Team:** Nicola our head of admin, Ben, Abbie and Lewis all look after your LinkedIn so that you start that vital relationship with potential clients.



**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.

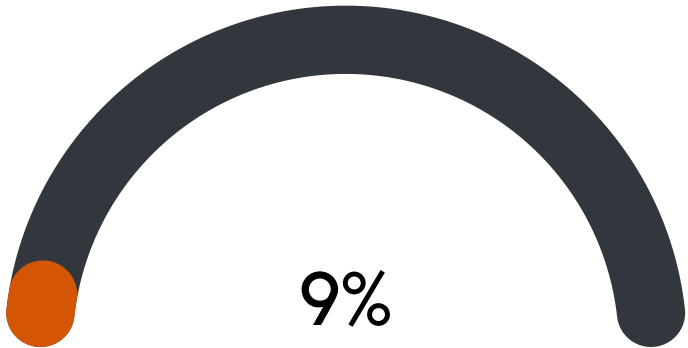
# Time To Call Guide.

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.



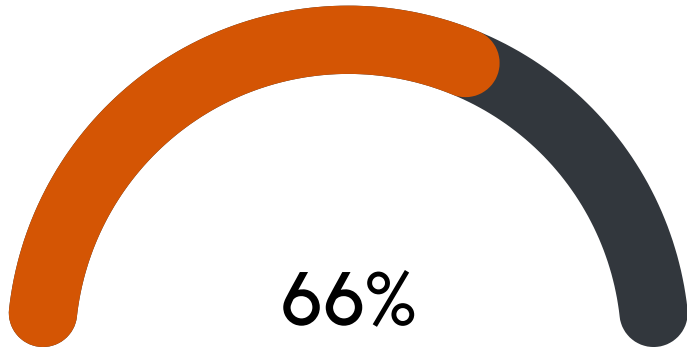
**84%** of appointments with C-Suite Executives are booked on a Wednesday or Friday

**EXCEPTION OF CTO / CIO / CISO**



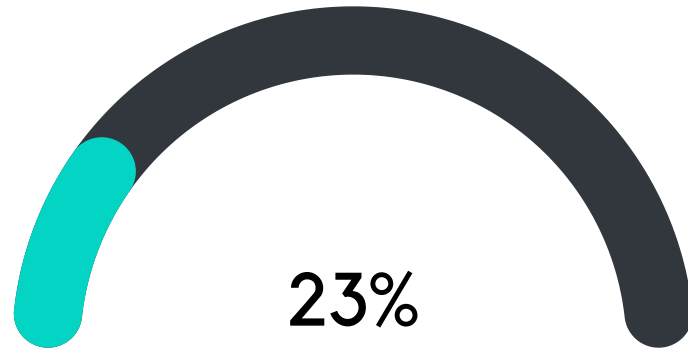
DO NOT call business owners on a Wednesday, use other levels of Decision Maker

**9% APPOINTMENT SUCCESS RATE ON A WEDNESDAY**

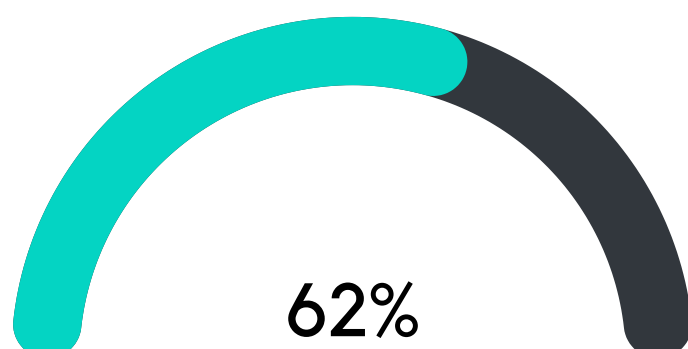


We consistently help tech companies break past the £5 million turnover barrier.

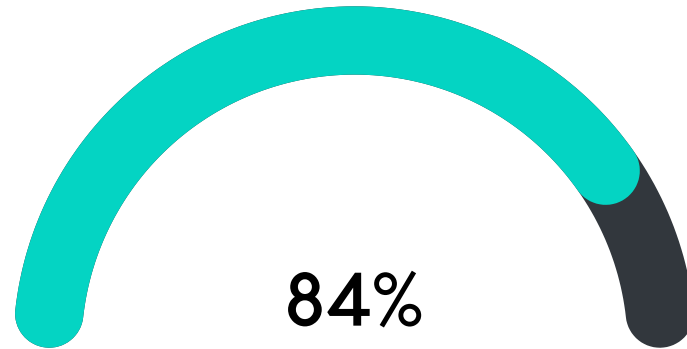
**66% OF TECH CLIENTS TURN OVER LESS THAN 5 MILLION BEFORE WORKING WITH US.**



**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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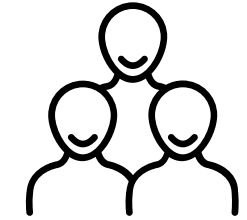
# LET US HELP YOU GROW YOUR BUSINESS

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



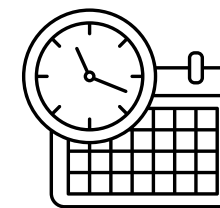
## FULLY GDPR COMPLIANT

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.



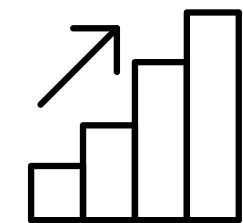
## FILL YOUR FUNNEL

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 tech companies take steps towards **growth** by setting up **exceptional** appointments with their dream prospects. With tech being such a crowded market we will do our best to find you the best lead appointments in your industry, 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**)

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# LETS BREAK DOWN THE COST

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

We know the tech industry is expensive, so we created 3 packages that will bring you the most out of your investment depending on your budget.

1

£2990 p/m

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

Tech Starter

2

£4250 p/m

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

Recommended

3

£5580 p/m

- 4 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 four and six leads each and every month.

### **Q: What results should I be expecting?**

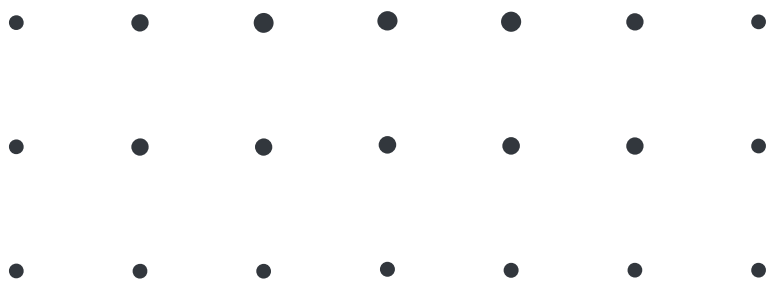
A- We would usually expect to see at least one qualified appointment in month one with hot prospects coming through; two to three qualified appointments in month two with more hot prospects and then four to six qualified appointments from month three onwards.

### **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 specialised for technology companies.

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.

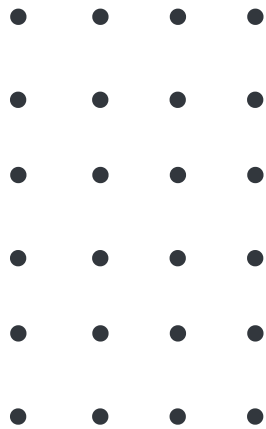
Thank you for again for considering us as your lead generation partner.

Sincerely,

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



THANKYOU





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# 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](http://www.exceptionalthinking.co.uk)

### CALL/EMAIL US

01386 298 042  
[helen.dowling@exceptionalthinking.co.uk](mailto:helen.dowling@exceptionalthinking.co.uk)

### OPERATING HOURS

Monday-Thursday  
8:30am-5pm

Friday  
8:30am-1pm

