



# Capability Statement

Forrest Marketing Group (FMG) is a leading Australian provider of telemarketing & outsourced business development services to clients across Australia & around the world. We are 100% Australian owned & have been operating from our offices on Sydney's Northern Beaches since 2006.

We have experience across most industries from financial services & insurance, building & construction to logistics, recruitment & employment services, technology, healthcare & education sectors.



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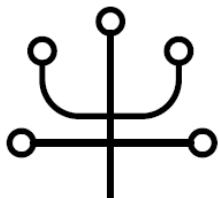
## OUR CAPABILITIES

FMG partner with your Sales and Marketing team, strengthening and enhancing their initiatives. We don't just generate leads, but help to enhance your reputation, your brand and deliver a positive experience with every conversation we have.



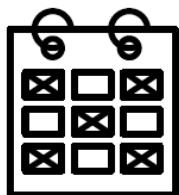
### Identify & qualify prospects

Having a consistent supply of new sales leads is key for your business success however sourcing them can be time consuming and costly. We do the hard work for you and identify new qualified prospects using the phone. We only ever book validated appointments with qualified prospects who meet your criteria, so you have the best chance possible of selling your product or service.



### Open new sales channels

One of the biggest challenges facing businesses is getting their sales team in front of a steady flow of new potential clients. We can help extend your market reach and build brand awareness by presenting your product or service to hundreds of key decision makers every week, opening up new sales channels to your team.



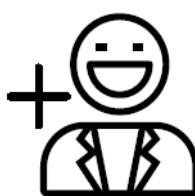
### Book in appointments

Our appointment-setting services ensure your sales team spend more time in front of qualified prospects. We only set appointments with sales leads that meet your criteria, we secure the meeting and book in an appointment. Ensuring you have the best chance of making a sale.



### Build brand awareness

B2B lead generation campaigns introduce your company to hundreds of potential prospects each week. We know there is nothing more effective than a good, person-to-person conversation. Every phone call is an opportunity to present your product or service and build brand awareness.



### Build relationships

There is nothing more effective in the sales process than a good, person-to-person conversation. We can help you re-engage existing clients, keep the channels of communication open and even introduce new products or services – all while continuing to build your reputation and delivering a positive experience with every conversation we have.



### Your customer service solution

Our team understand that managing customer relationships is the key to maximising customer lifetime value. Our experienced and personable team act as an extension of your business and are fully trained on your products, services and systems.



### Enrich your database

Every database contains lists of clients who haven't bought from you recently. Let us call them for you, update their details, let them know about new products or services, and try to convert them back into active accounts. We can also enrich your database by having an individual conversation with current clients and prospects, asking them questions that uncover additional information, and identify new business requirements and sales opportunities.



### Nurture Prospects

Lead generation campaigns identify many prospects interested in your products or services, but who are not yet ready to buy. We ensure you keep in touch with them until they are at a point where they are ready to buy. Our expert team can maintain regular contact with ALL of your prospects and build valuable customer relationships as well as providing you with a long-term sustainable pipeline of sales leads



### Re-engage dormant accounts

It can take years to build your database, but up to 50% of your data could be out of date within 12 months. Every database contains lists of clients who haven't bought from you recently. Let us call your dormant accounts, verify their contact details, update them on your products and services, and convert them back into active accounts.



### Understand your clients

Understanding your clients' needs today and in the future is the key to improving client retention and increasing their spend. We can work with you on your market research programs including customer satisfaction surveys, customer profiling and mystery shopping, all providing valuable insight into your current clients.



## OUR SERVICES

As a leading provider of sales and marketing services, FMG provides a complete range of outsourced business development services to clients across Australia and around the world. Whether you are looking to acquire new clients, or retain and maximise the value of existing clients, we can help.

### Appointment Setting

One of the biggest challenges many businesses face is getting in front of enough new potential clients to ensure a consistent sales pipeline. Outsourcing your appointment setting means your diary is full and you spend more time in front of qualified business prospects.

### Lead Generation

Having a consistent supply of new sales leads is key for business success but sourcing them can be time consuming and costly. Our B2B lead generation campaigns extend your market reach and build brand awareness, introducing your business to hundreds of potential prospects each week.

### Lead Nurturing

Many sales people focus on their next 'hot' sales lead at the expense of their warm, longer-term leads. Lead generation campaigns identify many prospects interested in your products or services, but who are not yet ready to buy. Combining lead nurturing with your lead generation ensures you stay in regular contact with these long-term opportunities, maximising the value of your lead generation campaign.

### Market Research

Our outbound call centre provides a cost-effective data collection solution, and partnering with FMG on your next market research project will ensure you are collecting accurate and reliable data. We operate as an independent third party and all data collected is stored securely and confidentially. We are members of the Australian Market & Social Research Society (AMSRS) and adhere to their professional standards.

### Database Enrichment

The size of your database is not as important as the accuracy of the information and the relevance of the contacts it contains. We can work with you and call through your database, update company and contact details, requalify prospects and reactive dormant accounts to turn your database into a valuable sales and marketing tool.



## Event Registration

Many businesses use events to attract new clients as well as engage with their existing clients. Invitations sent by mail or email can be easily missed or forgotten. Follow-up phone calls significantly increase response rates and maximise attendance. Our agents can explain the event in more detail, process registrations and send out email confirmations, as well as make confirmation calls to minimise last-minute cancellations.

## Customer Service

We understand that managing the customer relationship is the key to keeping customers happy, retaining them and maximising their lifetime value. Our team can act as an extension of your team and can be fully trained on your products, services and systems. Whether it is a short-term requirement like a product recall, or ongoing support to your customer service team, we can help.

## Customer Surveys

Customer satisfaction surveys give you valuable feedback about your service levels and uncover new sales opportunities. Our outbound call centre provides a cost-effective data collection solution, and partnering with FMG on your next market research project will ensure you are collecting accurate and reliable data.

## Customer Reactivation

Every database contains lists of clients who haven't bought from you recently. Let us call your dormant accounts, amend contact details, update them on your products and services and try to convert them back to active accounts.

## Customer Engagement

Even with the best intentions regular engagement with a customer often ends the minute that a purchase is made. The sales person has already moved onto their next 'hot' sales lead and the customer who has recently purchased has been forgotten. We can design a customer engagement campaign covering inbound and outbound services, ensuring regular contact with your existing clients, helping to exceed their expectations and retain their loyalty.

**Our clients include a broad range of organisations across a diverse range of industries, many of whom have been working with us for several years.**

