



Success
Through
Conversation

Capability Statement

Australia's premier outsourced sales
solution **proven to grow revenue.**

Who We Are:

Welcome to Forrest Marketing Group (FMG), the company trusted by leading Australian and International brands to support meaningful connections with their customers and their market.

We help companies increase their sales and enhance their customer service offering using the art and power of conversation. Our talented team uncover new sales opportunities, nurture sales prospects and existing customers, and re-engage with past customers. Through powerful B2B sales techniques, we provide our clients with qualified sales leads that turn into millions of dollars of closed sales each year.

With experience across all sectors, including financial services, insurance, building and construction, recruitment, employment services technology, healthcare and education, FMG has been delivering success through conversation from Sydney's Northern Beaches since 2006.



Our capabilities: how we help our clients



Identifying & qualifying prospects:

New sales leads are vital to the success of every business. We do the hard work for you and supplement your existing B2B sales leads, identifying and qualifying new prospects over the phone. We book validated appointments with qualified prospects who meet your criteria, so your sales team have the best chance possible of selling your product or service.



Opening new sales channels:

We help extend your market reach and build brand awareness by presenting your product or service to hundreds of key decision-makers every week, opening new sales channels to your team and increasing their new B2B sales opportunities.



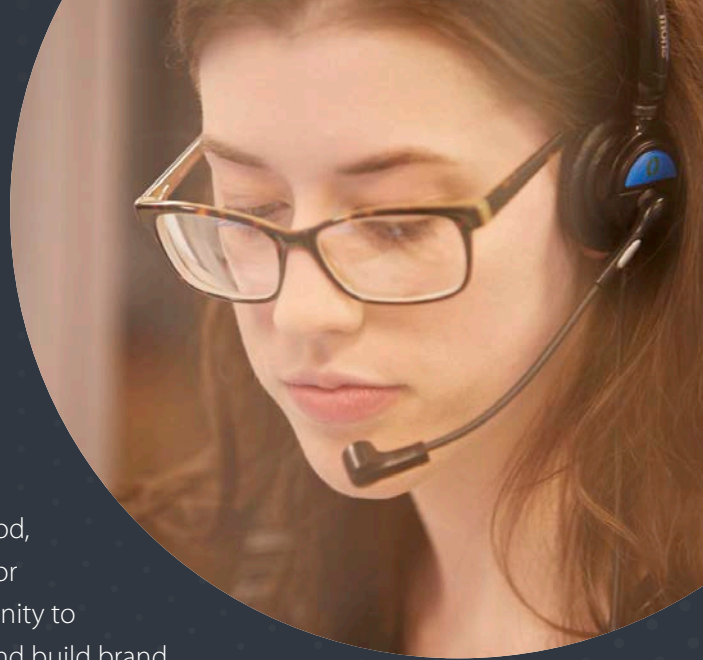
Booking appointments:

We only set appointments with prospects that meet your criteria, securing the meeting, and locking in an appointment for your sales team to meet with qualified prospects.



Building 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. For us, every phone call is an opportunity to present your product or service and build brand awareness, regardless of where the customer is in the buying cycle.



Building relationships:

We help you build relationships with prospects and existing customers, introducing them to new products or services, and building trust and rapport with every conversation.



Customer service solutions:

As a seamless continuation of (or overflow for) your team, we're here to help handle the peaks and troughs in call demand so that your SLAs and CX standards are always maintained, leaving you without the worry of continually managing fluctuating staff numbers. We act as an extension of your internal customer service team. Our fully trained sales experts become well-versed in your products, services and systems; so you can continue to offer a premium customer journey and maximise customer satisfaction, even when things get hectic.



Account Management:

Our experienced team can take on the Account Management of your smaller accounts, giving your sales team the capacity to focus on their larger, high-value accounts. Though low value on their own, smaller customers can make up for as much as 60% of your total sales revenue, but they often don't get much attention or support. We can handle the management of this group of clients, adding huge customer value and increasing your sales revenue.



Re-engaging dormant customers:

There's buried gold in your database. Dormant accounts are customers who used to buy from you but who are no longer doing so. Perhaps they were dissatisfied in the past, or your contact at the company changed, maybe budgets had to be reduced. Whatever the reason, we can successfully re-contact and engage your dormant accounts, verifying contact details, updating them on your products and services, and converting them back into active and profitable accounts.



Enriching your database:

Enriching the data you hold on each company in your database is time-consuming but vital. Without regular updating, there are many lost opportunities within all databases. On average, people change jobs every 2-3 years, which means that up to 50% of your database could be out of date or incorrect each year. We verify and update contact information while also expertly gathering information about their current solutions, needs, and buying decisions. This process also uncovers new B2B sales opportunities for your sales team to follow up.



Nurturing prospects:

As part of our B2B lead generation campaigns, we keep you in touch with prospects until they are ready to buy and then pass them to your sales team to start their engagement. Our expert team help you maintain regular contact with ALL your prospects. This builds valuable customer relationships and provides you with a long-term sustainable pipeline of sales leads, keeping your sales team busy but free to concentrate on their immediate sales opportunities.



Understanding your clients:

We help you better understand your customer's pain points and challenges, so you improve customer retention, increase their spend and improve your share of wallet. We work with you on your market research programmes, including customer satisfaction surveys, customer profiling and mystery shopping, providing valuable insights into your current and past clients.

Our Services



Appointment setting:

Outsourcing your appointment setting to us means your sales team's diaries are full, and they spend more time in front of qualified business prospects.



Lead generation:

Our B2B lead generation campaigns save your sales team time, extend your market reach and build brand awareness, introducing your business to hundreds of new potential prospects each week.



Lead nurturing:

We help you cover the full buying cycle of all prospects, not just the 'hot leads'. Combining lead nurturing with lead generation allowing us to help your sales team stay in regular contact with longer-term opportunities, maximising the value of your B2B lead generation campaign.



Market research:

Partnering with us on your next market research project will ensure you collect accurate and reliable data that helps you better understand your market. We operate as an independent third party, and all data collected is stored securely and confidentially.



Database enrichment:

We work with you and call through your database, update company and contact details, re-qualify prospects, and reactivate your dormant customers, ensuring your database is always an up-to-date and valuable resource.



Event registration:

Research shows that follow-up phone calls significantly increase response rates and maximises attendance at events, whether online or in-person. Our agents explain the event in detail, answer questions, process registrations, send out email confirmations and make calls to minimise last-minute cancellations.



Customer reactivation:

We bring your dormant customers up to speed with your new services, engage with them on their challenges, and educate them on your product's benefits, converting them back into active and profitable customers.



Inside sales:

Working with you from the beginning of the sales pipeline to the very end, our team manage success through the entire B2B sales cycle:

- ✓ Uncovering new leads and opportunities
- ✓ Sitting demos and presenting your products and services
- ✓ Sending out proposals and converting leads into sales





Customer service:

Excellent customer service boosts your customer retention and profits. Our team acts as a seamless extension of your internal resource and is fully trained on your products, services, systems, brand values and tone of voice. Whether it is a short-term requirement like a product recall, or ongoing overflow support, we help your customer service team to manage peaks and troughs and maintain SLAs and CX standards.



Customer surveys:

Customer satisfaction surveys give you valuable feedback about your service levels, and they also uncover new sales opportunities while ensuring you are collecting accurate and reliable data.



Get in touch

Do you need additional sales or
customer service resources to help
you achieve your targets?

Contact us today, and we'll help you explore strategies to
grow your sales revenue and deliver an exceptional customer
experience.

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