
CAPABILITY STATEMENT



SUCCESS THROUGH CONVERSATION

Who We Are

Forrest Marketing Group (FMG) is a leading Australian provider of telemarketing and outsourced business development services. We help companies amplify their sales and customer service processes by delivering powerful campaigns to **Find**, **Connect**, **Convert** and **Service** their prospective, current and past customers.

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



Our Capabilities



Identifying & qualifying 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 over 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.



Opening 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 new sales channels to your team.



Booking 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.



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. Every phone call is an opportunity to present your product or service and build brand awareness.



Building relationships

Our team are conversation experts. 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 customer service team act as an extension of your business, answering calls on your behalf. They are fully trained on your products, services and systems.



Enriching your database

Every database contains lists of contacts who haven't engaged with you recently. Their details are often years old and completely out of date. Let us call them for you, update their details, let them know about you, your products or services, and profile them so that your sales and marketing teams know who to engage with and when. We can also enrich the data you hold on each company by gathering information about their current solutions, their needs and their buying decisions. Identify new business requirements and sales opportunities.



Nurturing Prospects

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



Re-engaging customers

Every database contains lists of "dormant" accounts - clients who haven't engaged with you recently. Let us call these accounts, verify their contact details, update them on your products and services, and convert them back into active accounts.



Understanding 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

- Lead Generation**
Appointment Setting
Lead Nurturing
- Discovering new leads and opportunities
 - Appointment setting for sales staff
 - Nurturing warm leads
 - EDM follow-ups
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- Inside Sales**
- Discovering new leads and opportunities
 - Sending proposals
 - Converting leads into sales
 - Issuing invoices
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- Customer Service**
- General customer queries
 - Inbound customer requests e.g. for statements or documents
 - Product recall
 - Cover overflow in busy periods for internal contact centres
 - Customer Service follow ups
 - Service bookings
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- Market Research**
Customer Surveys
- Market research
 - Competitor research
 - Customer satisfaction surveys
 - NPS Surveys
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- Customer Reactivation**
Database Enrichment
- Dormant account activation
 - Database updating
 - List building
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- Event Registration**
- Event Registrations
 - Event registration confirmation
 - Event follow up
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- Bespoke Campaigns**
- Campaigns covering a number of different services and objectives
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Our Clients



Schindler



myob



vodafone



Insurance

