



ARROW ENTERPRISE COMPUTING SOLUTIONS



Your Assurance of Telemarketing Quality



Maximising the value of lead generation campaigns for your business

When Arrow ECS invites you to be part of a lead generation campaign, you'll want to be sure that the telemarketing team who approach prospects on your behalf have the knowledge, skills and professional manner to reflect well on your business. You'll need to have confidence that the leads being generated are of good quality, with a strong likelihood of conversion, and that the appointments booked for your team will make best use of your valuable time and resources.

Our foremost telemarketing agency, CPB UK Ltd, is fully trained and equipped with all the information necessary to engage effectively with prospects and generate strong, fully qualified leads that get you through the door.

A track record of delivering results

Since opening for business in 1998, CPB has grown by developing an in-depth understanding of its clients' commercial positioning, competitive differentiators and typical prospect profiles. It applies this insight to planning, managing and monitoring successful campaigns that deliver measurable results.

Arrow ECS Marketing and CPB offer your business...

- Experience gathered from running over 800 different Arrow ECS campaigns since 2001
- A skills matrix that covers the Arrow ECS solutions and services portfolio
- High levels of sales accreditations from leading vendors, including VMware, Symantec, IBM, Check Point, Citrix, NetApp and Blue Coat
- A record of developing and retaining a committed team that's the envy of the telemarketing industry
- Access to ProspectaBase, a continually refreshed database of contacts and IT installation details for UK-based companies
- Best practice in telemarketing, fully compliant with current legislation
- Excellent joined-up campaign management, keeping you posted on progress throughout



Julie Gibbs, Marketing Director at Arrow ECS

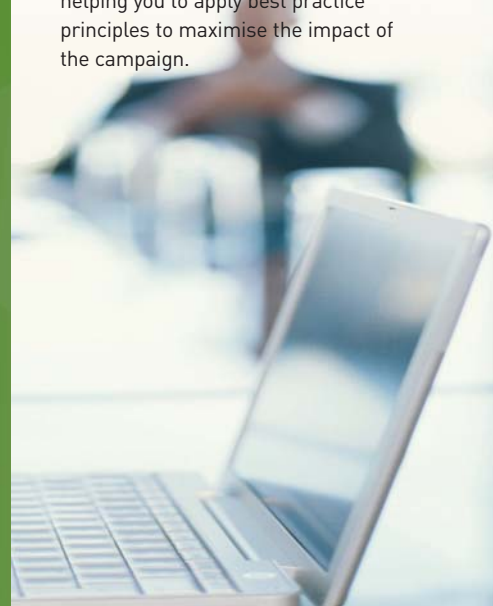
"For a decade now, CPB UK Ltd has been helping Arrow ECS to generate excellent quality leads for the channel partner community through professional telemarketing. In that time, CPB has consistently out-performed any other telemarketing agency we have worked with and consistently delivers the highest return on investment. During 2010, our channel partners have reported over £4.3m of won business as a direct result of our lead generation with CPB.

In addition to the ROI they create, CPB's value-add extends further in the way they manage the whole engagement and the service they provide. They work very closely with our channel partners to understand their business and operate as a trustworthy extension of the partner's team."

Preparing to open the conversation

Well before any prospect is contacted, a lead generation campaign involving telemarketing will start by finding out about your business, understanding your focus and messaging, and creating an approach document from which to brief and train a carefully chosen team of CPB telemarketers.

Working closely with your Arrow ECS Marketing Manager in formulating an assignment, CPB can play a key role in helping you to apply best practice principles to maximise the impact of the campaign.



For more information, visit:
www.arrowecsleads.co.uk

Determined to succeed

The campaign proposition will be carefully explored and typical drivers and objections will be minutely examined.

The CPB team does not just read off the script; they apply their understanding of the challenges customers face and the ability of Arrow ECS and its partners to resolve these. Adept at probing opportunities, picking up on any concerns and handling objections, they will be tenacious without becoming intrusive.

After a campaign, your feedback will be required through the online Arrow ECS Sales Lead Portal to demonstrate to vendors that you are capitalising on the opportunities generated by their funding. This will help to secure their continued investment.



Jon Pritchett, Managing Director, CPB UK Limited

"In the last decade, CPB has enjoyed a productive partnership with Arrow ECS and maintained high standards of results by providing a seamless service to the channel community. During that time, we have built great mutual trust based upon our proven track record of continually identifying high quality prospects for Arrow ECS channel partners."

What our channel partners say...



"It is confirmation of the quality of leads generated by Arrow ECS marketing that we have been able to convert around half into firm orders."

Duncan Kirby, Sales Manager, R-Com Consulting



"The powerful blend of access to new opportunities, generated for us by the Arrow ECS marketing department, and proactive account management help us maximise leads."

Michele Gulrajani, Founder, Signature Consultancy



"We continue to receive well qualified leads delivered through the easy-to-use Arrow ECS Lead Portal."

Andrew Broadhead, Head of Marketing, Richardson Eyres