



ICT Group:

B-to-B SALES SOLUTIONS

Optimize Revenue with Tele-lead Generation, Telesales and Tele-relationship Marketing

B-to-B Sales Solutions for All of Your Key Business Challenges:

- Predictable, steady stream of sales and leads
- Greater productivity from your in-house sales force
- Maximum revenue from the broader market that *needs* your product or service
- Optimized customer acquisition and retention
- Cost-effective footprint sales representatives devoted to the right customers

How ICT Group Helps Improve Your Bottom Line:

- Expand customer base
- Gain more revenue from upsell and cross-sell of existing customers
- Optimize customer retention
- Reduce sales operating costs
- Focus your existing sales force on larger opportunities and higher-value customers
- Increase profits

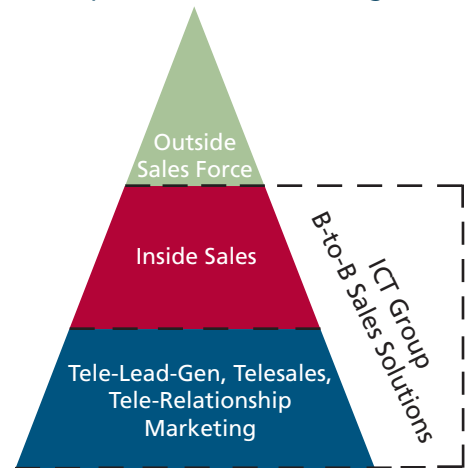
Every business-to-business (B-to-B) sales organization knows it leaves money on the table, underserving markets that have the potential to yield significant additional revenue. Your in-house sales staff focuses on major accounts. But, the middle and lower tiers - with the largest volume of customers - is left to self-serve, or worse, be served by a competitor. If you're not calling on these customers because you don't have the time or resources, someone else is.

Finally, there's a profitable way to extract the hidden revenue from this broad base of customers. ICT Group's B-to-B Sales Solutions can put tele-relationship representatives to work for you at our dedicated B-to-B sales centers. Our team has extensive experience in tele-lead generation, sales and relationship marketing.

Your Prospects Deserve the ICT Group Difference

ICT Group provides access to B-to-B experts backed by the resources of a global outsourced customer management services company. Our B-to-B Sales Solutions team leverages ICT Group's more than 20 years' experience in B-to-B sales and ISO-9001:2000 certified industry "best practices" and standardized quality assurance processes as well as the Company's expansive global operations infrastructure, which comprises 40+ contact centers across 11 countries and 5 continents.

ICT Group B-to-B Sales Solutions: Optimize Market Coverage



Different than a contract sales force, ICT Group's B-to-B Sales Solutions are designed to enhance the efforts of your sales team, by helping them focus on the largest accounts.

ICT Group utilizes top-tier industry-leading CRM technologies, integrated on a centralized platform, designed to:

- **Improve agent efficiency and productivity**, with prioritized sales activities.
- **Expand account coverage**, by regularly scheduling sales calls to build deeper customer relationships.
- **Improve agent accountability**, with real-time assessment of agent productivity/performance.
- **Increase account span**, to cover a greater number of accounts and increase touch points.

(Cont.)

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Because of our expansive global footprint and multi-country presence, ICT Group can also seamlessly provide cost-effective solutions for multilingual B-to-B needs.

For example, our sales centers in the U.S., Canada, Costa Rica, Mexico, Barbados and the Philippines are available for list quality verification and data cleansing, freeing the core B-to-B team to focus on actual lead generation and profit-producing telesales activities.

ICT Group's Comprehensive B-to-B Sales Solutions Include:

- Tele-lead generation
- Tele-relationship management
- Telesales (inbound and outbound)
- Telemarketing
- Tele-account management (upsell and cross-sell)
- Telerenewals
- Appointment setting
- Business database cleansing and list scrubbing
- Lead qualification
- Event promotion
- E-marketing follow-up

ICT Group B-to-B Case Studies

Success Story #1

Client: Leading business technology manufacturer

Challenge: Filling the pipeline with quality leads; maximizing revenue from existing customers.

ICT Group Solution: ICT Group provides U.S.-based representatives performing critical tele-lead-gen, cross-sell, upsell and tele-relationship management services. To optimize efficiency, the ICT Group team recommended pre-screening/scrubbing the marketing lists, using one of our cost-effective English-language offshore contact centers. These process improvements have increased lead generation productivity by 86%.

Success Story #2

Client: Major office equipment and supplies provider

Challenge: Retaining and selling to small- and mid-size business (SMB) customers, making them impractical for the in-house outside sales force to service.

ICT Group Solution: Outbound B-to-B tele-account and tele-relationship management utilized for telesales and upselling/cross-selling of supplies, combined with incentive/promotional marketing targeted around leased equipment renewal dates. The result: renewal close rates have increased by more than 100%.

Call 800-201-1085 or e-mail info@ictgroup.com today, to learn more about how our dedicated B-to-B Sales Solutions team can help you increase revenue, reduce costs and reach new B-to-B customers.



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