



The informed choice for
B2B Technology Marketing

Trusted Advisors for B2B Intelligent Telemarketing

Increase your marketing and sales performance with results-driven B2B telemarketing services from FBI. With over 25 year's expertise, FBI are the informed choice for outbound B2B technology marketing. We deliver targeted, highly effective campaigns for:

- Lead generation
- Account profiling
- Appointment setting
- Database enrichment and cleansing
- Market evaluation with - Needs-based discovery

Noted for high quality, well-validated appointments, FBI are the partner of choice for leading financial services and technology solution providers.



Lead Generation—ROI focused

We are able to build successful lead generation campaigns because we know what works. Our knowledge is constantly being updated through daily conversations with industry decision makers. Our goal is simple—to ensure your message resonates with your target audience.

Current projects include:

- Big Data Analytics
- Demand Planning
- Inventory Optimisation
- Customer Interaction Analytics
- Identity and Access Management
- Individual Health Record

Sectors include

- Retail
- Healthcare
- Supply Chain
- Manufacturing
- Contact Centre
- Financial Services
- Telecommunications



Intelligent Telemarketing

- ▶ Lead Generation
- ▶ Account Profiling
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- ▶ Market Evaluation
- ▶ Needs-based Discovery



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How we go about it

Generating sales-ready leads that drop into the pipeline and create that all-important ROI begins with a deep-dive into the value your customers get out of your solution. What key customer pains does it alleviate? What are the biggest obstacles to success? Why would they choose you over your competitors?

Acquire the Right Audience

Accurate data is the life-blood of any successful campaign. The ability to understand who your prime contacts are and who has a live project is critical. With leading-edge technologies this is even more vital as new job roles arise constantly to deal with emerging challenges.



Our data experts begin by analysing data, researching the right watering holes, building content that can pull in target customers to your proposition to create a core data source—or we can work with your own database.

Develop Core Messages

We dig deep into your core value proposition for each job role you wish to address, each industry you want to broach, each aspect of your solution you want to highlight. We work to identify the REAL customer pains so that we can optimize every lead. We don't deliver 'cup-of tea' meetings.

We don't use scripts as we get under the skin of your offering so we can trace contacts back to the core decision-maker with the greatest need.

Human Engagement

With so much focus on Inbound Marketing and Marketing Automation, it shouldn't be forgotten that those initial leads still need someone to convert them to qualified opportunities.

Everyday we talk to the movers and shakers in the technology sector to maintain that human engagement essential to winning your business and building your brand. We combine this dialogue with personalised content to expedite the demand generation process.

Monetize all Opportunities

We nurture customers until they are ready to engage, converting interested prospects into real revenue opportunities for the sales team.

By managing the whole process we ensure each lead gets passed to the right person or partner at the right time and that no opportunity gets left behind.

End-to-end Business Development

At FBI we provide the full complement of business development services that help build your in-country success and continuously refine your messages for maximum market penetration.

From the latest intelligence gleaned from our [lead generation](#) programs we build insightful [marketing campaigns](#) that reach your target audience and deliver maximum pipeline and income stream opportunities. We can even help [train](#) your [in-house telemarketing and sales](#) teams to boost your own effectiveness. Or we can supply the [full incubation services](#) package with in-country sales management to build your business success from the ground up.

"I currently have 22 FBI prospects which encompass £5+m opportunity. I consider professional telemarketing to be integral in building a strong pipeline."

Senior Business Manager,
FT100 company

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