

Lone Wolf Marketing

Telemarketing Subscription

On this _____ day of _____, 20____, I, Steve Kenny, DBA "Lone Wolf Marketing" (LWM) contract with _____, DBA _____ (Subscriber) to provide telemarketing services targeteting Subscriber-selected New Construction, Additions and Remodel projects in _____ Areas / Countis derived from leads provided by *Construction Insider* (CI) reports.

1- **Term of Contract:** This is an on-going month-to-month subscription between LWM and Subscriber. Either party has the option of cancelling the Subscription at the end of the subscription period. There are no refunds for cancellations to LWM subscription before the prepaid subscription expires.

2- **Target Prospects:** Subscriber and LWM will define the types of projects they want LWM to telemarket to.

3- **Exclusivity:** In an effort to limit competition and ensure each Subscriber's success, LWM will limit the number of "Like Companies" they represent to ONE per county or area (see below). This exclusivity guarantee assumes that the Subscriber wants New construction projects as well as additions and remodels for the entire county. If Subscriber does not want the entire county or all types of projects or does not want any more projects due to a full workload, LWM will find another contractor to fill that void.

4- **Telemarketing Services:** LWM and their telemarketing agents will attempt to contact each property owner, contractor and architect for each project as a representative of Subscribers to see if they are interested in the products and / or services the Subscriber has to offer. If they are interested, LWM will arrange a meeting with the Prospect and the subscriber and forward that lead and information attained in the phone call so the Subscriber can pursue the sale. A daily list of all calls made (Call Tracking Form / Invoice) and the results of those calls will be sent to each Subscriber as well as the updated Excel spreadsheet.

5- **Appointment Setting:** LWM's goal is to set appointments with interested Prospects and the Subscriber. An "appointment" is defined as a Prospect that knows what is being offered by the Subscriber and would like to have the Subscriber meet them to discuss their products and services and to receive a bid on what they are interested in. These appointments will be faxed or emailed to the Subscriber as they are created. Instructions to Subscriber will be provided as to the desired follow-up by the Prospect, including meeting time and date, whom to meet, alternate phone numbers, e-mail & website addresses, contact person(s) and best times to call. **Note: If the Prospect OR Subscriber decide they do not want to meet the other party, the Subscriber will be credited for the fee for that appointment set on the following invoice.**

6- **Telemarketing Fee:** A \$50.00 per hour Telemarketing Fee will be invoiced on the daily Call Tracking Form / Invoice. Invoices are payable upon receipt and failure to pay them in a timely manner will result in cessation of telemarketing until all invoices are paid.

7- **Mailing Fee:** LWM will mail subscriber's mailing piece (letter, brochure, postcard, email) for a \$1.00 per piece mailed fee, plus postage. This will be invoiced on the Call Tracking Form / Invoice. It is highly recommended that a mailer be sent because we are only able to reach 1 of 5 prospects by phone. This will increase the market awareness of your company and should generate enough response to pay for itself.

8. **Appointment Fee:** The appointment fee is charged for actual appointments set between the prospect and the subscriber. The minimum fee is \$25.00 for companies that have an average sale of \$7,500 or less. Fees will be 1% of the average sale if the average sale exceeds \$7,500, less the \$50 per hour telemarketing fee. Actual Fee:\$ _____ based on 1% of Average Sale of \$ _____, less \$50 per hour fee.

9. **Payment Method:** LWM prefers to bill Subscribers' credit card of choice for each days telemarketing to insure prompt payment to LWM and their Telemarketer. Subscribers will receive a copy of the invoice and credit charge receipt along with the results of the calls via email.

10- **Telemarketer:** LWM will contract with and train Telemarketers who will make the calls every week for the Subscriber. Upon subscribing, the best Telemarketer available will meet the Subscriber at their company so they can learn and see as much as possible so they are familiar with the products and / or services the Subscriber has to offer. It is also recommended that the Subscriber educates the Telemarketer about their website so they can share that information with the Prospect. Subscriber does have the option of rejecting the Telemarketer selected by LWM for any reason. LWM will then provide another Telemarketer to Subscriber. The Telemarketer will be professional at all times with the Prospects.

11- **Telemarketing Materials:** LWM will work with Subscriber to create a **Telemarketing Script, an Introduction / Reference Letter, a Website and a Mailer (Brochure or Postcard)**. These items are key essentials to the success of this telemarketing effort.

Area(s) subscribed to: _____ Telemarketer: _____ Max Hours: _____

Products / Services Offered: _____

Website: _____ Script: _____ Mailer: _____ Postage: \$ _____ E-Mail Intro: _____

Agreed to by: _____ (Subscriber) Title: _____

Email Address: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

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