



## Welcome To The Smart Source UK Online Brochure...

Smart Source UK provides direct marketing services for clients who wish to retain or expand market share, introduce a new product or service or to simply raise market awareness.

We specialise in two areas, cost-effective telemarketing campaigns for all industries regardless of size, and the provision of quality low-cost data.

Our client list includes sole proprietors as well as multi-million pound companies so whatever the size of your business we can tailor a telemarketing campaign to suit your requirements.

We are able to handle both large campaigns, which involve several operators over several weeks, days or months, or undertake just a few hours per week to suit a smaller business. By offering the flexibility of short or long-term telemarketing campaign enables our clients to not only control their costs and budget but ensures that they are not committed to un-necessary long-term contracts,

With our own database of over 1.7 million UK businesses, whilst we are telemarketing on your behalf, as well as establishing immediate interest in your company's products or services we are continually building your future interest 'pot' and database cleansing at the same time.

s m a r t



s o u r c e



## Let us help you grow...

Remember when you were starting out.....?

Smart Source is dedicated to helping our clients succeed.

In today's hectic business world it's all too easy to hope someone else is looking after the sales figures and margin.

Utilising our Call Centre in the centre of the U.K. we strive to put our clients on the path to their success.

Offering telemarketing, direct mailing, training and market research our consultative approach will

utilise the most appropriate weapons in the armoury. From sole traders to "Blue Chip" we help you SUCCEED!

The Smart Source business database contains over 1.7million UK companies – a power tool.

Our aim is to deliver the most cost effective program for our clients first time – every time!

Lets look at the opportunities...

s m a r t



s o u r c e



# Telemarketing

Telemarketing is cost effective.

It has been proven time and time again that using the phone to obtain business works! Think of all the BIG company names that use it.

You, as the client decide how long you want the campaign to run so you control your costs and budgets.

We support business activities for clients who wish to introduce a new product or service, retain or expand market share, or simply raise market awareness.

## Choose from the following:

- Appointment making
- Lead Generation
- Seminar Attendance
- Data Enhancement
- Telesales
- Message Service
- Mailing/Event Follow-up

s m a r t



s o u r c e



## Data Services

Our database holds over 1.7 million UK business names, addresses and telephone numbers, with over 2.5 thousand business categories to choose from.

Data-on-Demand Smart Source will prepare you a custom file within your specified categories, counties or postcodes.

The Smart Source Business Directory is our software platform, which enables you to search and download data from our database, selecting by category and county or postcode direct to your P.C.

With mail merge incorporated this means that you will save both time and money, as there is no need to re-key the data.

We offer purchase and lease options.

s m a r t



s o u r c e



# Training and Consultancy

We like to understand not only the business you are in but also the people who work for you.

Our courses are a mixture of facilitation and education. This results in a greater 'buy-in' by the delegates as they can see how to use and apply the skills and knowledge.

Many "Blue Chip" clients have benefited from our efforts.

## **Training Courses Offered:**

- Telesales
- Customer Service
- Telephone Handling
- Communication Skills
- Coaching Skills
- Team Leadership
- Sales

Smart Source UK Ltd also supports companies who are in the process of (or about to) setting-up a call centre.

s m a r t



s o u r c e



# Market Research

Any business concerns that you may have could benefit from objective research.

How does this help your strategic planning, as well as day-to-day plans?

## Areas of work include:

- Strategy analysis,
- Customer awareness,
- New Product Development,
- Brand image,
- Customer feedback,
- Consumer attitudes,
- Competitor analysis,
- Advertising awareness,
- Market tracking and
- Mystery Shopping.

We offer a one-stop shop for all your market research needs.

s m a r t



s o u r c e