

Owner and operator Judith A. Guthertz founded the Advisory Group in 1990. Backed by 27 years of experience with Pacific Bell SMART Yellow Pages, she has a wealth of expertise in the areas of marketing, telemarketing and outside sales, management and training. During her tenure at Pacific Bell, Judith served as a Telemarketing and Outside Sales Representative, Branch Manager for Telemarketing and Outside Sales as well as the Sales Training Manager for all of Northern California. In these capacities she was frequently recognized as a top sales producer, motivator and innovator in the industry.

Since opening the doors in 1990, the Advisory Group has been consistently recognized by clients and former clients as a producer of high quality leads and sales in a variety of business and consumer markets. Services can be provided in English or Spanish. We are a member of the American Telemarketing Association and have letters of recommendation and a partial list of clientele available for your review.

LIST OF SERVICES

OUTBOUND

Our philosophy of providing innovative sales training and incentives for our marketing representatives contributes to our ability to produce high quality leads and sales in a variety of business and consumer markets. We specialize in business-to-business as well as residential leads local and nationwide. Our list of clientele includes but is not limited to the following:

- *Home Maintenance and Improvement products and service providers
- *Insurance providers-health, life and home for business and family
- *Publishers of books, manuals and periodicals
- *Office supplies and service providers
- *Financial Planning and Business Brokerage firms
- *Health and Fitness service providers
- *Motivational and self-improvement seminar providers
- *Fundraising and charitable event coordinators
- *Telecommunications products and service providers
- *Advertising
- *Customer Service Surveys and Appointment Setting
- *E-Commerce Solutions
- *Medical Field
- *Plus many more clientele

INBOUND

The Advisory Group has experience with a wide range of inbound telemarketing functions. Our areas of expertise include but are not limited to order taking for books, tapes and videos, seminars, subscriptions, and promotional activities for charity.

You will incur a monthly fee for voice mail and line usage for each 800 number. Handling fees are on a per order basis and are determined at the onset of a contract. There is an additional hourly fee for administration and for clients who require telemarketers dedicated exclusively to their lines. Clients are responsible for the payment of all Federal Express, UPS, US Postage and fax charges associated with a project.

OTHER SERVICES

The Advisory Group provides a wide range of marketing and business related services including:

On and off site Customer Service and Telemarketing Sales

-Lead Generation

-Training and Consultation

Develop, produce and distribute Testimonials for businesses

Trade show and conference planning and attendance

Administrative Functions

Fulfillment Center

Binder and Manual preparation and assembly

24 Hour Mobile Notary & Fingerprinting services and supplies

Passport, Immigration and ID photos

Income tax service

Photocopying and Fax service

Rates and charges for marketing and business related services are often reflective of the type and complexity of a project and in some cases the total volume order.

RATES FOR OUTBOUND AND INBOUND SERVICES

OUTBOUND

We charge an hourly fee for outbound telemarketing and require all fees to be paid in advance before the start of a project. The initial fee is \$700.00, which includes ten (10) hours of telemarketing, a written script, a detailed weekly productivity report and one hour of consultation and training. Additional telemarketing hours are paid in advance at the rate of \$37.50 per hour including long distance. Additional time required for your account for administration such as printing lists, computer input, changes to a script after approval, training or consultation will be \$37.50 per hour and will be billed unless agreed upon by both parties. We provide lists, which can be arranged by SIC code, zip code, city or street address for .10 cents per name.

INBOUND

* 800 number provided by Advisory Group (Plus phone bill and charges & additional fee per call)	\$40.00 per month
* Incoming phone number provided by customer (Plus additional fee per call)	\$30.00 per month
* Hunt Group for incoming calls (Each additional station added for your account)	\$30.00 per month per station
* Voice Mail	\$30.00 per month per VM
* Set up for Voice Mail	\$35.00 one time fee per VM
* Order taken / questions answered / information given	
1 – 99 calls per day	\$ 4.00 per call
100 – 250 calls per day	\$ 3.00 per call
251 or more calls per day	\$ 2.00 per call
* Administration and Consultation (Computer input, training and additional time required for account)	\$37.50 per hour
* Non-Business Hours	\$25.00 per hour

Our business hours are Monday thru Friday from 8:30am to 8:30pm. We are available during non-business hours and on Saturday and Sunday for an additional fee.

A non-refundable payment of \$495.00 is due in advance for the start up of your account. This includes one voice mail and one voice mail set up for the 1st month, an incoming phone number for the 1st month, initial training and consultation. Also, a deposit of \$200.00 is due in advance, which will be returned at the end of the project once all invoices have been paid or it will be applied to your last invoice.

ADVISORY GROUP SALES / TELEMARKETING TRAINING PROGRAMS

All training programs are designed to promote the specific features and benefits of our client's product and services and are presented through a variety of media in the following format.

Our purpose is to help people feel good about what they buy and about their choice for buying. Before each sales call by phone or in person we do the following:

- *Mental Preparedness: 'Seeing the World from a Customers Point of View'
- *Mentally walks in other people's shoes in order to see things from their point of view.
- *Mentally see the advantages of our product; service or idea and how these advantages can help other people get what they want when then want it.
- *Mentally sees the Happy Ending for other people. They feel the way they want to feel good about what they bought and about their choice for buying.
- * We see ourselves getting what we want-more sales with less stress.

Fundamental Sales Principles

Step 1 Organization-planning the workday

Step 2 Preparation-gathering information for the call

Step 3 Approach-building a relationship with the client

Step 4 Establishing Needs-What the client needs in a product or service

Step 5 Proving Value-establishing our credibility with the client

Step 6 Recommendation-how our product/service meets the clients' needs

Step 7 Close-The client agrees our product/service will meet their needs and agrees on a plan of action

Step 8 Overcoming Objections-addressing the clients unanswered concerns

Step 9 Documentation-completing paperwork relative to the client's order or appointment

PARTIAL LIST OF CLIENTELE

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