



- Target + Qualify
- ▶ **Acquire + Onboard**
- Retain + Grow

Acquire + Onboard Customers

Expand your market coverage with confidence

First impressions count. Direct Alliance solutions ensure that a prospect's first impression of a product or service is memorable, engaging, and compelling. Every phase of the acquisition and onboarding process—from setting up a new account for a customer to executing the first transaction—is handled with skill, precision, and care. Direct Alliance clients see results quickly—and sustainably—from our services in this area:

- » **Rapid conversion of prospects to customers.** Direct Alliance's integrated sales, marketing, and analytics processes enable our sales teams to quickly create interest in a product, close sales, and speed up the order-to-cash cycle for your business.
- » **Maximum ROI from marketing dollars.** We work closely with our clients to design intelligent marketing and acquisition programs that work—producing interest, engagement, education, and action among targeted prospects. Using an innovative blend of marketing tools, Direct Alliance creates sustained interest in your products by managing new product rollouts, increasing supply purchases, and refreshing customers' products.
- » **Quality service in handling new accounts.** When it comes to acquiring and onboarding a new customer, we get the entire process right the first time—and the second time, and the third time—because we understand that unless we do get it right the first time, there is no “second time.”

Our success in acquisition and onboarding begins with a commitment to handling new customers with exceptional care. We focus on turning attractive prospects into loyal customers, using an integrated system of sales, marketing, and analytics services to ensure that our clients are positioned for success, including:

- » **Powerful, flexible teaming arrangements.** Our sales professionals work seamlessly with clients' existing inside sales and field sales teams to ensure that new prospects are brought on board with consistent messaging and care.
- » **Dedicated sales teams with specific onboarding expertise.** When you engage Direct Alliance to acquire and onboard new customers, you're gaining a highly-skilled group with a demonstrated track record of success. Our dedicated teams know how to work a book of prospects for peak earning potential and long-term revenue growth.
- » **A unified view of the customer.** New account information is shared seamlessly among analytics, marketing, and sales systems—so every team member involved with new accounts can view the customer information to make timely recommendations for successful onboarding.

The benefits of Direct Alliance acquisition and onboarding services add up quickly—so do the bottom-line results for our clients. With Direct Alliance solutions, you can expand your market coverage with confidence at getting **industry-leading revenue-to-expense ratios**.

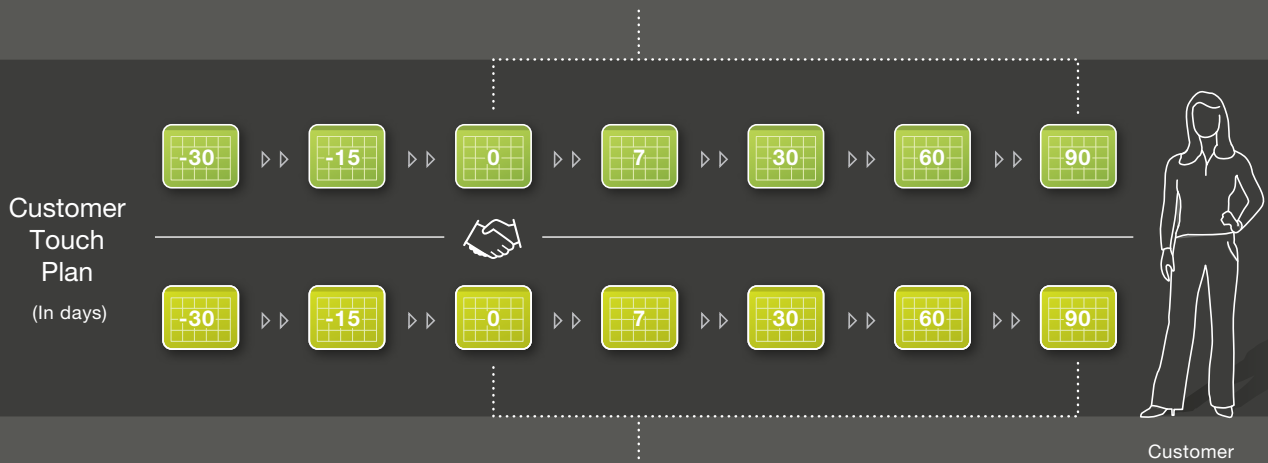
Acquire + Onboard

To Drive Satisfaction and Additional Sales



Event-Triggered Campaigns

OUTBOUND/INBOUND CALLING | PRINT AND ELECTRONIC DIRECT MAIL | MERCHANDISING TECHNOLOGY AND MORE



Sales Representative

CALL | CHAT | E-MAIL



THE COMPLETE PICTURE

Direct Alliance offers proven capabilities in the entire sales process—including **acquisition and onboarding**. The flexibility and power of our fully-integrated sales, marketing, and analytics services readily attracts and activates new customers on any scale and at any depth. Let Direct Alliance develop and execute effective event-triggered campaigns that extend your market coverage with integrated inbound

and outbound calling, print and electronic direct mail, state-of-the art merchandising technology, personalized web pages, and more. With our cross-industry experience in prospect identification and targeting, complex lead generation, sales stimulation, and innovative marketing campaigns—Direct Alliance can acquire and onboard your new customers!

Why Direct Alliance?

Direct Alliance is experienced in designing and deploying complex sales and marketing systems for clients across a variety of industries—and has a proven track record of excellence in our field. From complete turnkey engagements in product sales to complex lead generation services to teaming relationships with field sales groups, Direct Alliance has deep experience in a broad variety of sales and marketing activities. Now that Direct Alliance is a part of the TeleTech family of business process outsourcing (BPO) firms, our clients also enjoy access to the global reach of a leader in customer interaction—a firm that serves two million customers in 18 countries and offers customer service in 29 languages every day. That combination of focused excellence in sales and marketing, coupled with the scale and cost-efficiency of our new parent, provides our clients with a value proposition unparalleled in our industry.

Getting Started with Direct Alliance

For more than a decade, Direct Alliance has helped Fortune 500 organizations ignite their sales growth and expand their market coverage—rapidly, smoothly, and cost-efficiently. We'd like to put our experience and capabilities to work for you. To learn more, contact Direct Alliance today at **800.656.5827**, or visit us at www.DirectAlliance.com.



Direct Alliance™
A TeleTech Company