



Target + Qualify

Acquire + Onboard

▶ **Retain + Grow**

Retain + Grow Accounts



Direct Alliance[™]
A TeleTech Company

Building long-lasting and profitable customer relationships

At Direct Alliance, we're about much more than finding the right customers and forging new relationships with them. We're about growing, developing, and strengthening those sales relationships to create new sources of stable, recurring revenue. Our clients experience lasting benefits from that commitment to long-term account development and growth:

- » **Growth in wallet share.** High-value accounts are attractive targets for your competitors—so developing brand loyalty and strong relationship quality with your customers is a top sales priority. Our account retention and development systems ensure that our clients grow their share of wallet with top accounts, quarter to quarter, year to year.
- » **Strong, loyal customer relationships.** Direct Alliance sales teams pursue strong, long-lasting, profitable relationships with valued accounts. We bring customers new products, new information, and new ideas, while bringing Direct Alliance clients new sales. Customer loyalty increases with every contact and every transaction.
- » **Extended market coverage.** With efficient Direct Alliance sales and marketing solutions in place for your key product lines, you can design market coverage strategies that meet your company's long-term goals. Add new demographic segments, whole geographies or even reach accounts that are under-served by existing sales resources—Direct Alliance solutions scale to fit your needs, all at exceptionally low expense-to-revenue ratios.

Building a successful customer retention and development program involves much more than just excellence in sales. Direct Alliance analytics, marketing, and transaction processing services are important components of long-term success. Our clients can plan their long-term customer development strategies with confidence, knowing that their engagement includes:

- » **Ongoing analytic monitoring.** Direct Alliance analytics systems monitor demand for our clients' products and services, product line by product line, segment by segment. Your account team monitors the growth and development of your accounts and provides timely, concise reporting to help you identify and capitalize on marketplace opportunities.
- » **Marketing strategy for the life of the account.** Detailed account information is also visible to our experienced marketing professionals who can develop and deploy the right messages—at the right time—to maximize the lifetime value of customer accounts.
- » **Service excellence in every phase of the transaction.** In the order management environment, our data management tools speed up the reordering process for customers, make shipping and delivery selection a painless process, and keep detailed customer data at the fingertips of our sales professionals.

The net result for our clients is a **portfolio of strong, enduring customer relationships—at some of the best revenue-to-expense ratios in the industry.**

Retain + Grow

To Build Customer Loyalty and Revenue



THE COMPLETE PICTURE

Direct Alliance offers proven capabilities in the entire sales process—including **retention and growth**. The flexibility and power of our fully-integrated sales, marketing, and analytics services enable you to stay engaged with your customers on any scale and at any depth. Let Direct Alliance build your customer loyalty and revenue with effective touch plans

that span the entire customer life cycle—from acquisition, conversion, account penetration, retention and reactivation. With our cross-industry experience in prospect identification and targeting, complex lead generation, sales stimulation, and comprehensive retention and reactivation campaigns—Direct Alliance can retain and grow your 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.



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