

# APPOINTMENT SERVICES—SCHEDULE INQUIRIES INTO APPOINTMENTS AND INCREASE SALES

*“We were impressed with the immediate increase in lead flow and revenue when moving to 3Deep, considering we didn’t change our advertising spend.”*

**K & H Home Solutions**

*“3Deep’s call center works great—not just for online leads, but also trade show support & canvassing confirmation.”*

**Luxury Bath Twin Cities**

**Get the most out of every advertising dollar with experienced home improvement appointment center services from Three Deep**

Business is tough for home remodeling contractors these days. The costs of marketing and advertising are steadily increasing, while at the same time it is becoming harder to generate leads. And when leads do come in, industry averages indicate that a potential customer only ends up scheduling a sales appointment about 50% of the time.

Three Deep has developed a proven method for increasing sales on the same number of leads by focusing attention on what is typically the weakest link in the sales process: setting the sales appointment.

Our call center service combines state-of-the-art call center technology with industry best practice appointment setting methodologies to increase your appointment rates. The result? More sales from the same number of inquiries and a reduced cost per lead – all without increasing your advertising budget.

## Outsourcing Sales Success

The typical home remodeling contractor relies on a receptionist to set appointments, using an answering service to field calls during non-business hours. This often results in a hit-or-miss approach to appointment setting, with hot prospects cooling off as they wait for a return phone call, or the receptionist turning prospects off by handling questions poorly, offering too much information, or over-qualifying the lead.

By turning over the appointment-setting process to our professional call center service, you can power up your sales efforts with a staff of highly-trained professionals who are focused on turning inquiries into qualified appointments.

## By the Numbers

Three Deep’s call center professionals focus on setting appointments with qualified prospects using a script based on proven industry best practices. Powered by state-of-the-art CRM (Customer Relationship Management) software, our agents track every inquiry in the system and automatically perform pre-set lead nurturing functions, such as automatic call reminders for reset inquiries.

These highly trained professionals, supported by enterprise-class software, have achieved a 75% appointment set rate. What does that mean for your business? Let’s take a look at the numbers:

Per 1,000 Inquiries

Metrics	Typical	Three Deep
Set Rate	50%	75%
Appointments Set	500	750
Demos Made	400	600
Close Rate	30%	25%
Sales	120	150

With an average sale of \$5000, this translates into \$150,000 more in sales per month, or \$1.8 million in revenue annually. And at an average cost per inquiry of \$100, your cost per issued appointment drops to \$133. While the industry average remains over \$350, our contractor clients have consistently seen issue costs drop under the \$150 range.

Getting started is easy. Contact us to find out how we can help you increase sales while decreasing your cost per appointment.

**SOLUTION OVERVIEW: Appointment Services**



# Three Deep's Call Center Services Add Real Value to Your Sales and Marketing Efforts



## Home Contractor Receptionist

- No after hours phone service
- Lack lead tracking system
- Lack follow up for unset inquiries
- Tend to over-qualify prospects
- Lack best practice methodologies

## Typical Call Center / Answering Service

- Generally a message answering service only
- Lack appointment setting techniques
- Limited product knowledge
- No ability to help the caller immediately
- No follow-up or lead tracking capabilities



## Three Deep Provides Trained Call Center Agents

- Focused on setting QUALIFIED sales appointments
- Professional reps, trained according to industry best practices
- Act as an extension of your marketing and sales team
- Script customized for your business needs



## Three Deep Offers a Wide Range of Services

- Inbound and outbound sales service, including cold calling
- Online leads, website inquires, canvass confirmations, shows and event follow-up
- Appointment setting and confirmation
- After hours service to appointments



## Three Deep Uses Advanced CRM Technology

- CRM system keeps leads from falling through the cracks
- Non-set leads are nurtured instead of discarded
- Tracking software keeps prospects in the call cycle until the appointment is set
- No leads are wasted or overlooked



## Three Deep Tracks Lead Sources

- Lead sources are coded with unique phone numbers
- Individual campaign performance can be tracked for lead volume and percent of closed sales
- Management portal gives you control over viewing the data
- Use the information to optimize advertising spending

**Ready to get more appointments out of your existing advertising budget?**

Visit [www.ThreeDeepMarketing.com](http://www.ThreeDeepMarketing.com) or call 651.777.6601 for a free appointment setting needs

### Go Deeper with Other Three Deep Services:

- Pay Per Click—Find more qualified homeowners online with paid advertising
- Search Engine Optimization— Increase your website lead generation
- Customer Relationship Management—Track prospects, appointments, resets and customers to improve close rates and increase revenue
- Reporting & Analysis—Monitor and measure marketing results to understand marketing program costs and lead generation effectiveness

