



taction[®]
THE CONTACT CENTER

Business-to-Business Services

Conquer your marketplace using telesales by Taction B2B

- Open new accounts
- Reactivate dormant accounts
- Launch new product lines
- Service current accounts
- Supplement field sales
- Support your best reps

With high touch . . . and low overhead.



With Taction on your side, you have a partner who succeeds when you succeed. We learn your business — your company, your customers, and your competition. Then we use our resources and decades of experience to set up and maintain your telesales program.

Set Your Goals

Before you sign on, we'll tailor a Taction Value Estimator that will show you program scenarios and their outcomes. We'll help you determine the number of dealers who need to be converted, your possible return on investment, and other metrics that can be used to drive your program.



Accountability

Your account manager will oversee the way your program is set up and grown. We say "grown" because success means staying the course when necessary, but also recognizing

unexpected windfalls or obstacles that call for a shift in tactics. You get an experienced manager who stays on the lookout for ways to improve your program.

The One-Two Punch

We'll use the one-two punch of targeted direct marketing followed up by dealer-friendly telesales and telesupport. We can help you craft your direct marketing campaign. Then your highly trained, dedicated agents at Taction will get to work. They understand that every transaction is an opportunity to cement your dealer relationships and brand reputation.

Call or e-mail today for a free copy of our white paper, *"Increase Sales & Lower Your Costs Using Business-to-Business Telesales."*

It contains valuable information on implementing a telesales program, as well as a case study of a major player in the gift business.

800.458.5461
sales@taction.com

Telesales Provide Dealer Satisfaction

You can have one dedicated telesales agent or an entire team. They'll identify and sell to new and hard-to-reach dealers. And dealers will appreciate the warm, personal service that is Taction's specialty.

Telesupport Keeps Feet on the Street

Our telesupport agents can assist your field salespeople by setting up their appointments, making follow-up calls, notifying key customers about new products, and taking care of time-consuming details and paperwork. Your salespeople will see their telesupport agents as a welcome tool to increase their sales.

Valuable Data

We will help you gather and mine data that lets you understand your dealers and the "what, when, why" of their buying patterns. Our B2B telesales manager will use performance data to coach your agents in real time and on a daily and weekly basis to ensure that they're getting the tools they need to succeed.

Your System or Ours

We'll use your system in real-time or we'll configure order-entry and database software here. Daily, weekly, and monthly reports will deliver key performance metrics. If you desire a report that we don't currently offer, we'll create it. The members of our IT team have over a century of experience driving their future-forward thinking.



No Pain, Big Gain

You get all of this without the headache of hiring, training, and managing a crew of people. We can adjust your team size and services to meet your evolving business needs. And your costs will be variable, not fixed.

Call Today

Call today and ask for a tailored Taction Value Estimator that will show you what your costs and return on investment might be with Taction.

Your Taction Telesales Agents

- Call on any dealer anywhere
- Have no windshield time
- Can sell to dozens of accounts every week
- Call at each dealer's convenience
- Are always accessible by e-mail, e-fax, and toll-free telephone
- Establish friendly, helpful relationships with your dealers
- Receive immediate daily performance coaching
- Can easily change product focus based upon your needs or your dealers' needs

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Serving Trusted Brands

For more than two decades, we've been delivering premium service, from telesales to order-taking, from consumer advocacy to first-call problem resolution. We provide the Taction Value — great experiences that lead to a higher average order value, more reorders, and greater lifetime dealer value. Trusted brands served include:

Katahdin Cedar Log Homes
The Boyds Collection
Lotus 1-2-3
American Express
Kodak
Samsonite

Polaroid
Cuddledown
SmartPak Equine
SmartPak Canine
Harbor Sweets
J.H. Breakell & Co.

Recognition

Taction — The Contact Center is the first outsourced contact center to win the NorthFace Award, "the Oscar of the Customer Service Industry," as rated by our satisfied clients. We're proud to have won the Eagle Feather Award from Maine Businesses for Social Responsibility and to have been named Team the Year by *Call Center Magazine*.



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taction n. single point of contact; the act of touching