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**SDR Grade
B2B
Telemarketing
Services**

Intelligent BoFU Approach

Extended Sales Support

As a service provider, we understand that our telemarketing efforts represent your brand and initiate communication on your behalf. We take this responsibility seriously and ensure that every initial conversation is recorded, providing prospects with a clear understanding of how your business can help them. We take a consultative approach to telemarketing, building relationships with prospects and representing your brand in the most professional manner.

Audience



67 M+
Overall Database



32 M+
Direct Dials



1 M+
Intent Data



8K+
Access to Extensive
Intent topic

2024



01

Our Approach

Consultative Telemarketing

- **Professional Representation:** Our telemarketers are trained to represent your brand with the utmost professionalism.
- **Relationship Building:** We focus on building strong relationships with prospects from the very first interaction.
- **Detailed Discussion:** Our conversation is a two-way interaction to ensure clarity and capture more details during the discussions.

Leveraging Intent Data

- **Data-Driven Insights:** Our telemarketers utilize intent data and other key data points, such as the prospect's existing technology stack, budget allocation, and 60+ pre-packaged IT segments.
- **Custom-Built Algorithm:** We use a custom-built algorithm for content vs audience mapping to segment data based on audience preferences and individual attributes such as expertise, intent topics, and past interactions.
- **Identifying Ideal Accounts:** By leveraging various data touchpoints, we identify accounts with specific pain points, challenges, existing technology stack, and goals within each segment of your target audience.

Transparency & Security

Companies face transparency challenges and data privacy concerns when working with agencies, impacting campaign execution. At Market Disc, we prioritize data privacy, transparency, and security. For our Lead gen programs, we provide complete footprints along with access to our cloud telephony for call recordings and call logs. Our marketing executions are transparent, straightforward, and targeted to generate quality leads.

02

Process

Expanding Your Customer Base

- **Demand Capture:** Our focus is on identifying and qualifying the most suitable accounts and ideal prospects who are most likely to convert.
- **Qualifying Criteria:** We ensure that all qualifying criteria are met, verifying a genuine need for your offerings.
- **Actionable Conversations:** We initiate actionable conversations to ensure strong recall and to effectively capture purchase intent and drive conversions.

Seamless Handover

- **Seamless Handover:** From SDR-grade telemarketers to your sales team, we ensure a smooth transition of leads to maximize the effectiveness of your lead generation efforts.
- **Collaboration with Sales Teams:** We work closely with our clients' sales teams to understand their processes, ensuring our lead generation efforts are fully aligned with their sales strategies.
- **Tailored Approach:** Our approach is customized to enable your sales team to focus on closing deals and building strong client relationships, ensuring every lead has the highest potential for conversion.



03

Benefits

Targeting and Qualifying Prospects

- **Identifying New Opportunities:** Our services help you find and engage with customers genuinely interested in your offerings.
- **Building Relationships:** We establish strong, lasting connections with prospects to increase conversion likelihood.
- **Data-Driven Decisions:** We use intent data and other key points to ensure your sales process is based on accurate, relevant information.
- **Seamless Integration:** Our approach fits smoothly into your existing sales process, improving overall efficiency.

Maximising ROI

- **Optimized Resource Use:** By concentrating on high-quality leads and efficient processes, we help you maximize your resources.
- **Enhanced Sales Performance:** Our data-driven and integrated approach improves sales outcomes and maximizes return on investment.

Improving Your Sales Conversion

- **Higher Conversion Rates:** Experience a +30% higher conversion rate than competitors with our SDR-grade telemarketers, precise targeting, strong interaction, and qualifying the right prospects..
- **Efficient Sales Process:** Our streamlined handover process lets your sales team focus on closing deals, increasing revenue.



More Strong Recall*



More Conversion*

04

Intelligent BoFU Approach

Whether you are looking to expand your customer base, increase revenue, or improve your sales process, our intelligent B2B telemarketing services can help you achieve your goals. Partner with us to leverage our expertise and take your business to the next level.

This document outlines our comprehensive approach to intelligent B2B telemarketing services, highlighting our commitment to professional representation, data-driven insights, and seamless integration with your sales process. Please feel free to reach out if you have any questions or need further information.

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At Market Disc Media Pvt Ltd, we are passionate about helping B2B companies achieve their marketing goals. We provide marketing and sales support services for businesses worldwide. Our methodology integrates outbound, inbound, and sales enablement to drive business growth.



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www.marketdisc.com



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