



marketing & research

New Business Development Services from Edge Marketing & Research

Thank you for your interest in our contact centre and the marketing and market research services we provide. Sales-lead generation by telephone has proven to be the best method of obtaining accurate data on specified targets. We offer e-mail / fax / mail-on-demand, as well as a complete database management service.

**ACCURATE data
on SPECIFIC targets**

We generate corporate sales leads, conduct market research surveys and complete seminar registrations for Bell Mobility, Microsoft Great Plains Software, IBM, Cadillac Fairview, Sony Canada, and many other companies of all sizes.

We are excited about the possibility of building a successful program with the people at your company.

I look forward to speaking with you soon.

Sincerely,
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Our Process

1. We determine the economic, geographic and demographic characteristics of your ideal target.
2. We develop a list of contacts matching the criteria, or use an existing contact list that you would like to target.
3. With your consultation, we develop a call guide. This includes a product introduction, details and benefits of an offer, qualifying questions and/or a market research survey.
4. Using this guide, our telephone professionals find the person responsible for the targeted department, gather valuable qualifying information and present the offer.
5. This information is formatted and sent to you - ready for your sales and marketing experts to go to work. For those who request information, we can stock your proprietary mail and send it out with a business card. A follow-up call is then scheduled to maintain the relationship.
6. The information is categorized and stored in such a way that ensures future marketing is more focused, accurate and lucrative.