



www.cgconsulting.co.za



### OUR MISSION AND VISION

CG Consulting is a Customer Centric, relationship-driven marketing company that delivers a professional, world class service to medium and large companies through Lead Generation and strategic marketing. CG consulting is result driven, ethical and above all very cost effective.

Through our forward thinking and well trained IT-telemarketing team, CG Consulting aims to deliver an outstanding service which allows us to increase our clients revenues through lead generation campaigns, appointment booking, data-mining, customer satisfaction campaigns, marketing and brand awareness.

### A VALUE-ADDED EXTENSION TO YOUR SALES AND MARKETING STRATEGIES

**CG Consulting is a Strategic marketing and consulting firm focused on business-to-business enterprises in IT, Internet and Telecomms industries.**

Our flexible approach and expertise are directed towards assisting companies increase revenue opportunities through professional outbound call campaigns and customer satisfaction studies.

**DON'T HAVE THE TIME OR RESOURCES AVAILABLE?**

We pride ourselves in offering value-add appointment generation services to fuel and manage client sales funnels and increase top line revenues. Through outbound lead generation and appointment setting campaigns, CGC will drive awareness and exposure for your company, whilst helping you gain a deeper understanding of your market and your customers through in depth data profiling. Providing professional telesales support is much more cost effective than having highly paid Business Development and Account Executives "surf prospective

organizations in search of decision makers and influencers". By using CGC as an extension to your business, your sales and management teams can focus on strategic pipeline opportunities, and not on introduction calls to cold prospects.

### HOW CAN CGC HELP YOU?

**Our services include:**

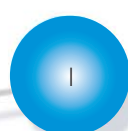
- Outbound Call Centre – SME - Local and international
- Outbound Night campaigns - Consumer
- Lead Generation Campaigns
- Appointment setting Campaigns
- List & Script Development
- Vertical Database Service
- Database Management & Profiling
- Website Optimization
- Market Research & Competitive Analysis
- Event Management
- Customer Satisfaction Surveys
- Profiling Campaigns



### CUSTOMER SUCCESS

Microsoft SA

*"The Microsoft SA ISV Partner Group contracted the services of CGC for a large-scale database profiling project. CGC demonstrated exemplary service and provided regular feedback during the course of the campaign. They were extremely thorough and had extensive experience in the IT industry, enabling them to contact and engage with senior level partners. CGC was able to clarify and glean the right information from these companies in a proactive and proficient manner" | ISV Group Manager, Microsoft SA*





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We particularly focus on higher value-added products and services - categories that tend to be more challenging securing appointments and creating sales opportunities.

VALUE TO OUR CLIENTS

Professional Consultative Approach

CGC's roots are in marketing and business development consulting. We work with every client individually to tailor design a program that is best suited to succeed in your market. From the initial script review all-the-way-through the process, we engage in your business, striving to "crack the code" that will lead to success and ensure you achieve a high ROI on your investment.

B-to-B Focused

Our passion is helping businesses grow in the B-to-B sector. We particularly focus on higher value-added products and services - categories that tend to be more challenging securing appointments and creating sales opportunities.

Database Management and List Mining

We will build, manage and mine a growing database of quality prospects for your business. Over time this list will become an invaluable marketing asset you can use for other sales and marketing initiatives. In addition, CGC has set up a division focused on selling data for clients who do not require lead generation campaigns.

www.database360.co.za

Custom Reporting and Tracking

All management reporting required to maximize the performance of this program from initial appointment information to downstream activity/close ratio reports.

No Hidden Fees

Our fee structure is all-encompassing. There are no hidden costs for mail fulfillment, administration, reporting, or other non-calling activities.

TALKING SUCCESS

Some of our clients include:

- Microsoft South Africa
Cisco Systems
SAP - SA and Africa
Uthetha
Britton Solutions
Pageworks
I5
Strategix
Immix
Surfcontrol UK
Networks Unlimited
Homenet
Sun Microsystems
Business Connexion
Magix
Vignette
Microstrategy
Oracle

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