

# The Connection®

Outsourced Call Center Services

You just found the right people to handle your calls . . .



## Solutions for the DRTV Industry

Providing superior service, sales results and flexibility are essential to the success of your direct response television (DRTV) program. The Connection works hand-in-hand with many of the leading direct response and informercial companies, handling millions of sales and upsell calls each year. With over 27 years of award-winning call center experience, we will proactively exceed your business objectives and goals through superior account management, sales certified agents and state-of-the-art-technology.

### Services

Some of the services we provide to our direct response industry clients include:

- Sales, Upsells & Cross-sells Conversion Expertise
- Rapid Scripting Modification and Custom Reporting
- Quick Program Implementation
- Dedicated Toll-Free Numbers
- Customer Care and Service Excellence
- Lead Generation

### Account Management

On a daily basis, your National Account Manager (NAM) will be your primary contact, proactively managing your business. Your NAM will focus on enhancing your sales conversion through script modifications, agent specific conversions and report analysis.

### Large Capacity

With six call centers and over 1,200 workstations, we have the capacity to handle over 100 million calls each year. This capacity provides our clients with the best of all worlds; superior quality, experience and "hands on" service coupled with the advanced technical capabilities of the finest call centers in the U.S.

### Training and Agent Sales Specialization

At The Connection, our focus for your sales program will be to decrease your cost per order, increase sales conversions and increase order-to-call ratio.

All training is developed with participation from your organization to ensure that all critical information is used to train our agents. Agents handling your calls will also be trained in our sales certified program which includes various sales techniques to enhance their selling skills. Our agents are taught such methodologies as understanding the caller's needs, how to keep the pace of the calls upbeat and in control, as well as techniques to successfully **convert sales, upsells and cross-sells.**

### Direct Response Clients and Awards

Our reputation as a world class service provider has won us business from some of the nation's most well-known direct response campaigns. Our services have also won us many awards including the **2007 MVP Quality Award** and recognition as a **2007 Outsourcer of the Year** and **2008 "Top 50" Contact Center Service Agency.**



Contact us today for your free quote!

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