MPI CONNECT

B2B PROSPECTING AND APPOINTMENT SETTING

We make sure your sales team can focus on selling.

MPI Connect is a prospecting and appointment setting service which generates highly-quality sales leads. We have more than 20 years calling into banks, credit unions and other financial institutions. Our cold calling and prospecting techniques enable us to schedule qualified appointments for your sales reps so they can spend more time selling.

Put our prospecting skills to work for you.

Most sales people struggle with cold-calling. The time and effort it takes to reach a decision maker is getting more and more challenging. Even the best sales people lack the time and cold calling skills to produce the leads they need to make their revenue goals.

That's why B2B companies outsource their prospecting to MPI. You'll get dedicated cold calling specialists to call on your campaigns and a much more consistent source of new sales appointments for your sales team.

The benefits of outsourcing sales prospecting with MPI:

- Dedicated calling time and volume
- Consistent stream of new leads
- Assured follow-up on time-sensitive leads
- Effective techniques for getting past gatekeepers
- Scheduled sales appointments on your calendar
- Visibility to cold-calling activity and lead results

Use MPI Connect for:

Outbound prospecting

Inbound lead follow-up

Up-sell/back-sell opportunities

New product launches

Schedule customer reviews

Update customer lists

Loyalty programs

And more...

MPI-IMPACTCOM
1.262.375.7525
SALES@MPI-IMPACT.COM

MPI's prospecting team works seamlessly as an extension of our sales organization, setting qualified sales appointments for our reps so they can focus more time on selling.

BRIAN CARMODY, MARKETING MANAGER, INFO-PRO LENDING SERVICES

Unique Advantages MPI brings to the table.

MPI offers financial services companies these three distinct advantages which set us apart from other tele-prospecting and lead generation services including our:

1. 20 Years Industry Experience

MPI has more than 20 years experience cold calling for B2B product and services companies. Our broad-based phone selling skills enable us to better understand the types of decision makers you need to connect with, and the business challenges your products and services solve. With MPI you know you will get professional introductions and qualified appointments.

2. Disciplined Prospecting Process

Reaching decision makers continues to get more and more challenging and incredibly time consuming. It takes time commitment, and diligent management of the process to produce a consistent stream of strong sales opportunities. That's what the MPI process is all about — a very disciplined approach that's agile enough to address your specific needs and lead goals.

3. Real-time Transparency

MPI records every call and publishes them on our Client Portal for you to review at any time. The portal also provides complete transparency to our call volumes, lead data and how our team is tracking against our daily, weekly and campaign benchmarks and goals. This gives you the visibility you need to provide timely feedback to your MPI team, and the information your sales people need to be prepared for their appointments.

20 YEARS EXPERIENCE
cold-calling for B2B companies.

Sample of MPI Clients

GREEN BAY PACKAGING
Info-Pro Lender Services
RMF REVERSE MORTGAGE FUNDING LLC
Visu-Sewer Inspect. Maintain. Rehabilitate.
Waterstone MORTGAGE

Get a quote!

Call to get a quote on the number estimated monthly appointments e can set for your sales organization. Contact us at **1.800.459.9487, sales@mpi-connect.com.**

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