


# TAKE ADVANTAGE OF OUR PROFIT GENERATING SALES STRATEGIES



NOW YOU CAN BENEFIT FROM OUR ANALYTICAL AND CREATIVE EXPERTISE

## In the last analysis, all that matters is increasing sales.

It happens time and time again—you're faced with the challenge of increasing sales within certain budget parameters.

Now you can benefit from the expertise provided by Angel Flight Marketing Services. We have extensive experience to improve sales for many types of companies, large and small.



YOU CAN INCREASE SALES WITH ANGEL FLIGHT MARKETING SERVICES

### 1. Targeted Direct Mail, Telemarketing and Multimedia

- Identifying your most profitable prospects and the most cost-effective method to reach them is our first step.
- Your sales force will appreciate the quality leads generated by our seasoned outbound telemarketing team.

### 2. Customer-focused Contact Management Sales Systems

- Count on us to develop the best database for your sales needs.
- Or, we'll use your in-house database—Angel Flight will work with any contact management system including ACT™, TeleMagic™ and Goldmine™.

### 3. Don't let Your Hot Leads get Cold

- Studies indicate up to 85% of leads are never followed-up! Prevent this from happening in your company with our effective direct mail and telemarketing lead management programs.
- You'll close more sales, more quickly with our creative marketing strategies and multimedia presentation tools.



DON'T FALL SHORT OF YOUR SALES GOALS

## Count on Angel Flight to:

- Eliminate the expense of trying to sell to the wrong prospects. Our experience with list sourcing and database compilation will identify the decision makers who are potential buyers of your product or service.
- Increase the productivity of your sales force with a specialized telemarketing program. We'll warm up your leads and set up appointments.
- Shorten your sales cycle and close more sales. We'll equip your sales force with a custom-designed, animated presentation complete with audio and visual effects.

Whether your customers are businesses or consumers, Angel Flight will deliver affordable programs by the deadline you require.



CUSTOMER IDENTIFICATION AND MANAGEMENT STRATEGIES

Angel Flight is fully equipped with state-of-the-art technology which will be applied to improve your lead generation efforts.

You can turn to us with confidence to custom design the program necessary to fine-tune your marketing plan.

- Market Research
- List Sourcing and Segmentation Recommendations
- Response and Cost Per Sale Analysis
- Database Management and Analysis



DIRECT MAIL

Reach your target audience with the right benefit message communicated via the appropriate direct mail methods. Our direct mail will help you acquire new customers and keep the customers you have.



ONE SOURCE FOR QUALITY, CUSTOMIZED MARKETING SERVICES

Angel Flight will coordinate every phase of your sales program including concept planning, creative development and production.

Our highly experienced in-house staff is dedicated to:

- Designing first-rate printed communications
- Direct Mail
- Telemarketing
- Direct Mail and Telemarketing List Procurement
- Multimedia (Sales Force Presentations, Web sites, Trade Shows)
- Sales Collateral
- Lead Generation, and More!

### Just give us a try!

This is an exclusive invitation to a special few — companies that work as hard as we do!

Take advantage of our **FREE Angel Flight Fact Book** featuring proven strategies on how you can increase sales.



Let us know about your direct marketing needs. Call us at **888/220-5962** or visit our Web site at **www.angelfly.com**

ARE YOU READY?

JOIN ANGEL FLIGHT'S SATISFIED CUSTOMERS WHO HAVE TRANSCENDED THE COMMON.

***"The leads generated from your telemarketing program are unmatched. Not only did we get quantity, we got quality! You were able to talk to our customers in the language they respect and respond to."***

- President, leading professional hair care manufacturer

***"Thank you for taking the time to fully investigate our database. Our sales force was having a very difficult time closing sales and now we know why. Without your expertise, we would have continued to waste money by going after the wrong people."***

- V.P. Of Sales, Health Care Company

***"My boss just congratulated me on a job well done. I've passed your name on to several of my colleagues who could certainly benefit from your services."***

- Sales Manager, Life Insurance Provider

***"Since our product is difficult to differentiate from our competitors' products, we weren't meeting our goals for bringing in new business. Your laptop presentation definitely gives our sales force the weapon they needed to get the point across."***

- Marketing Director, Communications Company Involved With The Stock Market



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ARE YOU READY  
TO IMPROVE SALES?



HOW WOULD YOU LIKE TO  
TRANSCEND THE COMMON?

NOW YOU CAN!