



In this issue: A New Twist on the Same Market

We work specifically with refrigeration contractors to increase their market penetration, acquire new service contracts and boost their revenues through cold calling and appointment setting. A successful cold calling campaign begins with the right message and the right contact list. A strong contact list determines the success of your program. Criteria for contact lists vary based upon our client's needs and market.

Type of business—Our greatest successes have occurred with the following:

- Food manufacturing
- Food distribution
- Large facilities for cooling towers and chillers
- Cold storage facilities
- Retail stores including meats, liquor, floral, and convenience stores.

Number of employees—We can pursue all businesses in your area with 20+, 50+, or 100 or more employees. We want to select the business size that is most likely to meet your requirements.

Geographical market—We will work within your current service area. We can define your service area by the metro area, city, county, zip code, or within a specific number of miles from your office location.

Next steps—Determine your niche and market. What geographical area do you serve? What types of businesses are most likely prospects for you? In formulating your contact list, these factors need to be considered.

Should you have any questions regarding starting your program, please do not hesitate to contact us at any time.



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