

Introduction

One of the best ways to generate qualified outing leads to add to your existing database is through a strong telemarketing (tele-research) campaign.

Remember he with the biggest database of outing prospects, in your area, will dominate the outing market!

In a world of Do Not Call Lists and gate keepers you need a proven system to get your offer to the correct person every time. This system has produced a minimum of 400 qualified leads for every outings campaign that we have run in a metro area.

You have the choice of either running your campaign in house, either with your own staff or by bringing in a temporary staff member, like a collage student or a temp service to help. You can also outsource your campaign to a professional company that specializes in telemarketing. Should you choose that route you will cut you costs and increase effectiveness by using this custom golf outing system.

We have outlined both ways to run your campaign in the pages that follow...

This manuals works hand in hand with the eight volume, Outing Sales Success program, where you will find detailed information on every aspect of the outing sales process.