



### **Company Background**

RMB Consulting's (RMB) management team has more than 30 years of experience in developing and executing outbound lead generation and appointment setting programs in support of student recruitment efforts. Our highly skilled representatives possess college degrees and have a minimum of 5 years outbound TM experience. Our QA includes monitoring, digital recordings, internal focus groups and review of every positive call outcome prior to distribution to client. We provide web-based, state of the art, full featured, proprietary online reporting for our clients.

RMB solutions can be customized to provide a comprehensive program based on the needs of the school. Utilizing our integrated phone, email, and digital model, we support schools by providing their internal teams with effective lead generation programs.

Our lead generation model consists of contacting a list of past inquiries (selected by the school), who have inquired about the school in the past but have not moved on to an application or enrollment. Key objectives are to qualify and generate interest using a value proposition/interest identification approach, with criteria set forth by the school. We also obtain key marketing data specified by the school for use in future marketing efforts.

### **Our Call Approach**

RMB conducts campaigns targeting individuals who have inquired in the past. RMB utilizes customized messaging, with the intent to steer interested inquiries to complete an online application, or to schedule a phone call appointment with an admissions counselor. We will also confirm and/or capture all contact information, and the additional data requested by the school regarding the prospect's interest.

Our professional team of account representatives and management will execute the program. The team will manage the campaign very closely, with strategy sessions to tweak dialing strategies and approach to obtain the desired results.

We utilize an integrated, multi touch approach to maximize the effective reach to non-active inquires:

- ✓ Live phone conversations
- ✓ Voice mail messaging
- ✓ Emails
- ✓ Text messaging
- ✓ Customized caller ID
- ✓ Real time call transferring
- ✓ Calendar appointment scheduling

## **Program Options and Projected Results\***

### **Option 1**

List size: 500 inquiry records provided by the client  
150-250 Completed Contacts  
12-20 qualified opportunities (Wants application/Call with Admissions Counselor)

**Pricing:** \$1850 (Dependent on list size and complexity of campaign)

### **Option 2**

List size: 1000 inquiry records provided by the client  
250-350 Completed Contacts  
20-35 qualified opportunities (Wants application/Call with Admissions Counselor)

**Pricing:** \$3750 (Dependent on list size and complexity of campaign)

\*Projected results are based on our experience within this space.

### **Our Lead Quality Guarantee**

All leads will include the lead qualification criteria and will result in either an online application facilitated by RMB, or a scheduled call appointment with an admissions representative. If the recruit does not follow through with the scheduled call appointment, the lead can be returned to RMB for replacement at no additional cost within 15 businessdays.