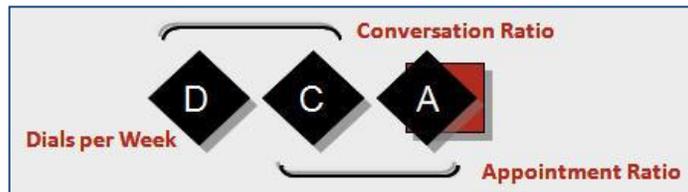


Direct Mail's greatest impact on revenue is when it improves the appointment setting process.

Companies need only two metrics to measure the performance of the Business Process for setting appointments - the Conversation Ratio and the Appointment Ratio. This chart depicts how these steps in the sales cycle - Dial, Conversation, Appointment - are measured.

1. To measure process Efficiency – The ratio of conversations (C) generated to the number of dials (D) made; commonly called the ‘**Conversation Ratio.**’
2. To measure process Effectiveness – The ratio of appointments (A) set to the number of conversations (C) generated; commonly called the ‘**Appointment Ratio.**’



The use of Direct Mail will directly improve the Efficiency metric - generating more conversations per dial. However, the Direct Mail piece will not achieve **maximum impact** without a **timely** telephone Follow-Up plan. Channeling Goldilocks, the calls cannot be too soon, nor too late; they must be timed just right.

Historically, Marketing will drop a batch of Direct Mail pieces and ask Sales to chase them. And, historically, the follow-up calls have been made too early to some, just right to some and too late for the majority of them. And that's just the first call! Subsequent calls . . . terrible timing.

Herein lies the challenge - **how do I time the 'drop' of a Direct Mail piece with my callers ability to 'chase?' And, how do I monitor, measure and analyze performance?**

The Contact Science process solves this challenge by having Sales notify Marketing as to the number of new targets they can call this week. Marketing only mails to that number; so **the timing is perfect every time.** Including sending emails after the calls if no contact is made.

Even better, if the campaign calls for multiple mailings, the Contact Science process alerts Marketing to which targets do not need the next mailing. This reduces the cost of the overall campaign, plus eliminates the chagrin to Sales of being seen by targets as disorganized.

It should be noted that, arguably, the Effectiveness of the process can be impacted by Direct Mail. However, converting a conversation into an appointment still requires Sales to have the specific skills needed for successful appointment setting. Here's why -

1. There is no direct mail piece powerful enough for a target to volunteer to set a meeting. There is a big difference between 'piquing my interest' and 'pulling out my calendar.'
2. Just because they took your call does not mean they are a 'slam dunk' to set an appointment with you. They may be nicer, but they will still have the same push-backs.

Direct Mail is a terrific tool to improve the appointment setting metrics, but only when paired with the perfect telephone Follow-Up plan. Let Contact Science help you through the process, using your caller, or outsourcing to one of our partners.