



Power Dialer – Accelerate Your Sales

The Matrix Integrated Marketing Power Dialer can increase your dials as much as four times more than manual dialing. It is designed to help sales reps make up to 300 dials per day (recent studies show some companies with reps that average over 350 dials per day). The Matrix Integrated Marketing Power Dialer is designed to load a list of leads or contacts to call one at a time (it is not a predictive dialer). The rep will hear the phone ring as the system calls each number. This is far more powerful than click to dial or manually dialing because the entire call is optimized with 'power tools' that automate mundane tasks. Click-to-Call or Click-to-Dial technology rarely increases productivity, and is usually designed merely for convenience. The Power Dialer makes two phone calls; first it calls you, then dials the defined phone number on the next record and bridges the calls together. As long as you don't hang up your phone receiver it leaves you 'connected up' and immediately patches you in to the next call. If you don't make a call for a while it disconnects you and the next call you make it rings your phone first so you are 'connected up'.

1. **Dramatically Increased Dialing Productivity-** The most obvious benefit is the increase in sales and leads that can be generated by automating the dialing process. Many clients report they are able to do eight hours of work in two or two and a half hours. The Power Dialer is especially designed for Business to Business applications where the sales process is more complex and more intelligence must be provided by the sales rep to navigate to the proper decision maker.
2. **Increased Voice Messaging Productivity-** You increase the quality and quantity of voice messages you leave. Each pre-recorded message is in your own voice, and can be scripted in content and tone. The Voice Messaging tool lets you select from a library of messages and play them over the phone with a single click, then move on to the next call quickly.
3. **Increase Call Fulfillment Productivity-** Now you or your reps can fulfill their promises before they finish the call. Tasks like leaving a voicemail, sending an email or fax, scheduling a event (appointment) or a follow up task are one click away.
4. **Reporting Visibility-** By using the Power Dialer functionality you activate all of the telephone reporting tools in the Matrix Integrated Marketing System to track effort, ratios and results.
5. **Quality Control-** By standardizing your dialing and voice messaging approach, you optimize your chances for success every time you make another dial. You also are able to record or monitor calls for quality control and training purposes.

Power Dialer List 1 March 15th, 9:07:48 AM MDT

Welcome admin admin
Support Log Out

Not available

Available

Select Initiative

Place Call

Next Call

Disconnect

Next Number

Transfer

Skip

Redial

Save

Save & Convert

Contact

Leave VM

Send Email

Send Fax

Add Event

Add Task

Add Note

Add New Lead

View Calendar

View Script

Tic Sheet

Manual Dial

Set Callback

View Pending Callbacks

Lead Lookup

<input type="checkbox"/> * First Name	John	Last Name	Anderson
Company Name	John Anderson Co.	Title	
Phone	(801) 853-4000 AM MST	Local Time:	9:06
Mobile Phone	(801) 853-4000	Lead Status	[SELECT]
Fax		Lead Source	[SELECT]
Email	rmuccillo@insidesales.com	Campaign	
<input type="checkbox"/> *Assistant First Name		Website	
Rating	[SELECT]	Assistant Last Name	
Annual Revenue	0	Employees	
Description		Industry	[SELECT]
		Dial	15
		Email	0
		NoAns	0
Created By	admin admin, 02/19/2007 11:58 AM MST	Last Modified By	admin admin, 03/13/2007 09:27 AM MDT
Do Not Contact	<input type="checkbox"/>	Email Opt Out	<input type="checkbox"/>
Owner	admin admin	route lead (payson)	tester
Billing Address 1		Billing Address 2	
Billing City		Billing State	[SELECT]
Billing Zip/Postal Code		Billing Country	unknown