



Tony Rath Consulting provides:

Sales Lead Generation
Mailing Lists
Email-based marketing
Telephone research
Product surveys
Customer care surveys
Database cleansing
Sales lead validation
Mailshot follow-up
Site surveys
Sales training
and so much more

CHANNEL MARKETING

We have something the other agencies don't in this area with over 20 years of personal contacts, qualified contact bases in the UK, Eire and Northern Europe, and experience with one of the biggest channel events in Europe.

Services we offer include:

PRODUCT LAUNCHES - Using marketing techniques and field visits to push product through distribution and trade channels.

STOCK SHIFTER SERVICE - End of line, old stock, old software versions, kit taking up space in the warehouses. We can SHIFT it for you through trade contacts, end user contacts and the full range of sales techniques.

CHANNEL LIAISON - Want to keep your channel partners happy? We can liaise, keep contact, note reactions and report regularly to you. Suitable for the small firm who cannot afford full time channel staff.

Direct marketing services which deliver results

Established in 1982 the Tony Rath Consultancy has become one of the most experienced sales and marketing agencies in the UK .

What do we offer?

Lead Generation - All lead generation projects are **GUARANTEED** to produce positive qualified responses. Cold calling, following-up a direct mail campaign, email shots, you name we do it to obtain sales opportunities.

Marketing Lists - See our website for the full range of business and IT lists or our list catalogue of 1.7 million names.

Email Bureau and Marketing - Spam free opt in solutions that produce results based on research and good follow up to highly targeted email shots.

Telephone Research - Professional impartial research that is also cost effective, analytical and jargon free to obtain the best responses.

New Product Surveys - Assess the impact of new products in new or existing markets - find new markets for existing products.

Customer Care Surveys - Are your customers happy and if not why not? Analyse the factors for success and failure revive flagging contacts and develop new business.

List Cleaning and Refurbishing - Not just checking contacts, merge and purge your data against our lists, obtain new data, additional contacts, email addresses, new telephone codes and a complete update and refresh of your records.

Lead Validation - Experienced staff realistically qualify leads and give an experienced response to cut through the hype.

Mailshot Follow-up - A quickly and professionally performed follow up by telephone can quadruple a response to a direct mail campaign.

Site Surveys - Find out about target hardware, equipment, software and policies with our mature staff.

EVENTS AND SEMINARS - we can supply:

Organisation - experienced staff to assist with the scheduling, organisation and administration.

Marketing - Lists, telemarketing and presentation materials, slides and visuals including PowerPoint shows.

Staffing - Presenters, support staff, hosts and willing hands to help out in any capacity.

Follow-up - Via mailshot, email, telephone, and site visit to maximise the response from your event.

For more information please contact:

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