

A GUIDE TO CHARGES FOR TELEMARKETING/TELESALES SERVICES - STANDARD CAMPAIGN RATES

No. of List Contacts	No. of Days	Total Campaign Cost (£) (*Per Day Rate = £247)	40% Deposit (£)
200	6	1482	593
250	7	1729	692
300	9	2223	889
350	10	2470	988
400	12	2964	1186
450	13	3211	1284
500	15	3705	1482
550	16	3952	1581
600	18	4446	1778
650	19	4693	1877
700	21	5187	2075
750	22	5434	2174
800	24	5928	2371
850	25	6175	2470
900	27	6669	2668
950	28	6916	2766
1000	30	7410	2964

All charges above are subject to VAT

The 'Per Day Rate' charge covers the following:-

- Setting up
- Complete outbound calling activity (up to 12 call attempts per contact)
- Appointment booking & diary co-ordination
- Lead Generation & Management
- Updates and weekly reporting

ADDITIONAL SERVICE OPTIONS:-

- List Provision
- Data Cleansing & Population
- Email Management
- Direct Mailing
- Off-Site Training



IMPORTANT: Please note that the charges listed in the table above should only be used as a guide. TIO Marketing cannot be held responsible for any assumptions made as a result of receipt of the above information.

Appointment Setting Campaign (Standard)

