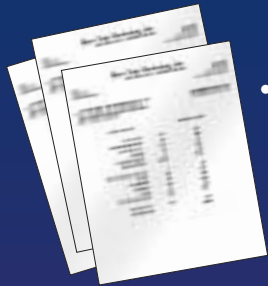


The Blue Chip Success Formula

- State-of-the-art predictive dialing



- Daily management of your campaign



- Successful, proven supervision



- Industry experienced account managers

- Highly-trained, full-time Telephone Sales Agents



Blue Chip Marketing, Inc.

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Blue Chip Marketing

Quality Service
Ethical People
Set the Standards

- Sales Leads
- Sales Appointments
- Market Research
- Direct Sales
- Fund Raising
- Political Surveys



Blue Chip Marketing has been the acknowledged leader in teleservices for more than two decades

Blue Chip is an indispensable component of marketing efforts by many major corporations. Founded in 1981, we serve most often as a tireless and proven sales force to accomplish key marketing functions that include:

Sales Leads Generation - where the level of buying interest is assessed, recorded, classified and reported to you.

Set Sales Appointments - to provide sales representatives with calls that are anything but "cold" to reduce wasted time and put your people closer to the actual sale.

Market Research - that can accomplish everything from list cleaning to the establishment of an awareness baseline for your advertising campaigns.

Direct Sales - can be accomplished with trained Blue Chip sales representatives who are expert at closing sales by phone.

Fund Raising - is a natural application for Blue Chip professionals and an efficient way to obtain new donations and to retain and update existing contributors.

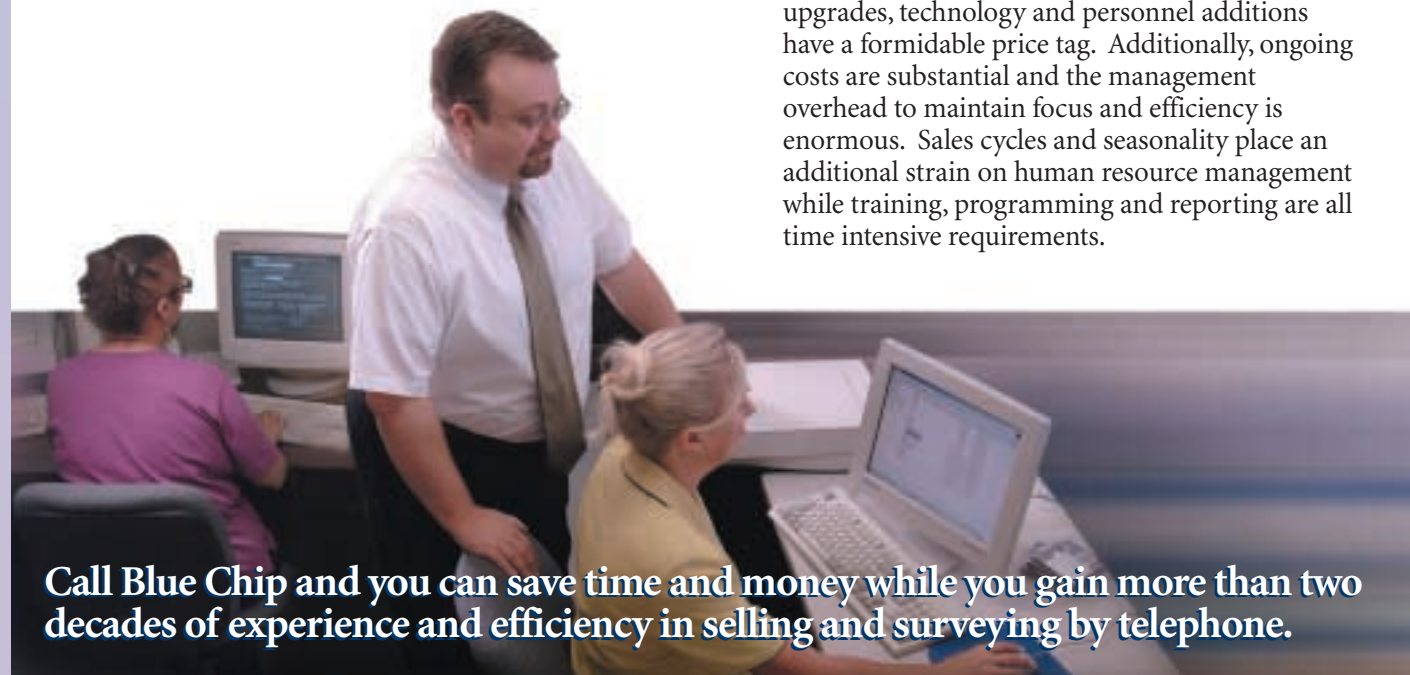
Political Surveys - can enhance campaign strategies and take the mystery out of issues and voter thinking

Choose Blue Chip because—

Campaign results are immediate and measurable. Sales campaign course corrections can be implemented for continuous improvement. Your investment can be regularly measured against return so there's no doubt about how well your campaign is doing. You can literally invest as your campaign proceeds. Blue Chip Marketing efforts are always low risk because you can end your program at any time by giving us 48 hours written notice.

Predictive Dialing System

- Efficiency - speed - high productivity
- Only live calls to operators
- Faster connections
- Scheduled Call Backs
- Update Customer Lists
- Connects in milliseconds



With Blue Chip, the essence of partnering is excellence

Blue Chip's fundamental program procedures are dedicated to outstanding results and include:

- Define Account responsibility
- Confirm Objectives
- Integrate systems
- Train staff on your product, clients and company
- Execute the campaign
- Evaluate & report results
- Analyze results for continuous improvement

Blue Chip delivers results

When you partner with Blue Chip you should expect to expand markets as well as open new ones while adding to your overall marketing efficiency. Everything that Blue Chip does, in one way or another, is designed to lead to the sale or provide you with important information.

Outsource your telemarketing to save dollars

Analyze the start up costs of a telemarketing operation and you'll quickly see that communications upgrades, technology and personnel additions have a formidable price tag. Additionally, ongoing costs are substantial and the management overhead to maintain focus and efficiency is enormous. Sales cycles and seasonality place an additional strain on human resource management while training, programming and reporting are all time intensive requirements.

Call Blue Chip and you can save time and money while you gain more than two decades of experience and efficiency in selling and surveying by telephone.