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PROJECT: Phone script
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HARVEST INTERACTIVE
GROW YOUR MESSAGE WITH US

The content in this document is presented as drafted in its original form.

Harvest Interactive

:30 second phone pitches (approx. 100 words each)

Centralink

Hi, [CONTACT], my name is [NAME], [TITLE] with Harvest Interactive. I'm calling to thank you for your recent interest in Centralink, a unique marketing automation platform that some of the biggest brands use to engage their existing customers and prospects every day.

Centralink combines cutting-edge marketing services with click-of-a-button automation convenience. With Centralink, you can deploy sophisticated multichannel direct response campaigns in just minutes, and substantially reduce execution costs, increase revenue, and ensure brand compliance.

Local branch offices, distributors and franchises can easily access, personalize and deploy corporate-approved campaigns in minutes, too.

I would love to show you how Centralink can benefit your company/organization. Do you have a few minutes to view an online demo?

Acquisition Services

Hi, [CONTACT], my name is [NAME], [TITLE] with Harvest Interactive. I'm calling to tell you about our acquisition marketing services, which some of the biggest brands use to acquire new customers every day.

Harvest maintains a proprietary database of over 200 million permission-based email addresses and 80 million corresponding postal addresses. We can quickly pinpoint those consumers who are most likely to engage with your brand.

And as a Harvest client, you also enjoy exclusive access to our national network of print and mailing facilities, providing seamless direct mail campaign execution.

Do you have a few minutes to discuss Harvest acquisition services?

Predictive Analytics

Hi, [CONTACT], my name is [NAME], [TITLE] with Harvest Interactive. I'm calling to tell you about our advanced predictive analytics technology, which many of America's largest brands use every day.

Our predictive analytics technology can analyze your enterprise data to identify and model your best customers. It tells you who you should be engaging, what kinds of offers they are likely to respond to, and which channels to use.

Harvest can add exponentially more value to your best customer model, too. By applying it to our permission-only managed database, which includes over 200 million double opted-in email consumers and 80 million corresponding postal records, you can reach a huge new pool of highly qualified prospects. You simply won't find that capability anywhere else.

Do you have a few minutes to discuss our predictive analytics services?