

DRAMATICALLY IMPROVE LOCAL MARKETING & SALES EFFORTS USING AN UNFORGETTABLE TOLL-FREE VANITY NUMBER

10 Reasons To Choose A Tele-Name Toll-Free Vanity Number

#1 The Primary Reason Is That They WORK!

Huge companies like FedEx (1-800-GO FEDEX®), MCI (1-800-COLLECT®) UPS (1-800-PICK UPS®) and 1-800-FLOWERS® all starting using vanity 800 numbers years ago. If vanity numbers didn't work great do you really believe these companies would continue to use them? Not a chance. An independent study shows how 1-800-New Wheels received 14 times the call volume then the same ads did using a regular numeric number.

Tele-Name is bringing the same branding power to small and mid-size businesses.

#2 They're Affordable!

Our monthly fees start as low as \$49. Most clients pay between \$49-\$150 a month (fee depends on the market size you decide to own exclusively). We can't think of any other single strategy that will increase your calls and sales for as little as \$600 a year.

#3 Keep Customers Out Of The Yellow Pages.

Once a potential customer KNOWS your number, they no longer have to "look you up" in the phonebook. It's no different then you dialing home without having to look that number up. This is huge! Roto-Rooter® has found that when people go into the yellow pages specifically looking for them, as many as 30 percent become diverted by the display ads and call someone else. Don't let this happen to your business.

#4 Exclusivity

You own the rights to the number for exactly the market area you business covers. It doesn't matter if all your customers are in a single area code, three to four area codes, an entire state or a four/five state region. 100% of all calls originating from the territory you select ring directly to you – right on your current telephone line.

#5 The Number Itself TELLS People What Your Business Does.

Do you think anyone is ever confused what business 1-800-DENTIST®, 1-800-FLOWERS or 1-800-NEW CARS® is in? Now you have the opportunity to have your ads remembered as 1-800-INSURANCE, 1-800-TINTING, 1-800-LAWN SERVICE, 1-800-EYESIGHT, 1-800-WINDSHIELD and more than 1,000 others.

Tele-Name likely has the right number for your business.

#6 Status, Distinction, and Reputation

People know there's something special about a business that has a great toll-free vanity number. It sets you apart and says "better business" and "customer service." Imagine the value a radio commercial suddenly acquires when 1-800-SKIN CARE is included, or the impression created by an air condition repair vehicle passing by with 1-800-COLD AIR prominently displayed. The competition just can't contend with a seemingly plain, local telephone number.

#7 Word-Of-Mouth

Consider a friend telling another friend whom to use to rent a truck locally.

Friend 1: Just call 1-800-TRUCK RENT. I did and they have good prices.

Friend 2: Thanks!

VS.

Friend 1: There's a truck rental place down off of Main Street I used last year. Good prices. I think it's called Discount Truck Rental. When I get home I'll look up the number and give you a call, or maybe you can find them in the phonebook.

Friend 2: Okay, if you find the name or number give me a call. Otherwise I'll just start calling some companies in the phone book.

#8 They May Forget Your Name But Not Your Number.

It took Crest Toothpaste and Tide Detergent decades to become the dominant market-share leaders in their industries. By comparison, it took MCI only about 1 year to establish 1-800-COLLECT as the dominant collect-call market-share leader. Rather than trying to aggrandize their company name, they shrewdly focused all the attention on the name/number 1-800-Collect.

#9 You Are Part Of An "Advertising Network" Without Being Part Of A Franchise.

There's a tremendous advantage in being part of a group of 100 or more companies in the same industry, but in different markets, all promoting a single number as the number to call when you need that service. When people travel on business or vacation they may be exposed to YOUR number, say 1-800-TIRE STORE. Months later when they need tires, they may simply dial the number and reach you, without ever having seen or heard one of your own ads. In addition, 7 percent of the population moves each year. They will be moving from a market area where the number for a cab is 1-800-Yellow Cab, to your market where 1-800-Yellow Cab will ring directly to you.

Just imagine 100-200 businesses with average ad budgets of one thousand dollars per month each, all promoting YOUR vanity number. It adds up to between 1 million and 2.4 million a year.

#10 The Tele-Name Guarantee

Still not convinced you should add a vanity number to your marketing? Then check out our No-Lose Guarantee. It's a no-brainer to give it a try for three months, track the calls you receive and make a decision based on the results. If you find it didn't work for you – all monthly fees paid are refunded-no questions asked.