



Telemarketing Services

Your Direct Line to Education Decision-Makers

The Peter Li Education Group's Telemarketing area has been serving the education market for over 19 years. We have a highly trained staff that will contact your target market in a warm and friendly manner while getting the results that you need!

Much of our circulation growth can be directly attributed to our own telemarketing representative's knowledge and experience. Our established representatives have over 90 years of combined experience.

Now you can have the same people working for you who understand the "language" and who know the "turf" in order to get past the hurdles of reaching key decision makers. Their experience includes a variety of telemarketing services.

 **800•523•4625**
(ask for Telemarketing Dept.)

 **937•293•1310**

Our *Outbound* Telemarketing Services Include:

- **Lead Qualification**
- **Telemarketing Test Projects**
- **Surveys**
- **Product Sampling**
- **Trade Show and Seminar Registration**

Do you have a very special project? Our telephone representatives love challenges!

We can help you:

- Design your campaign**
- Procure the lists**
- Develop the call guide**
- Report results**

And you can trust us to identify and report concerns early on in the campaign.

Your Comprehensive Education Marketing Partner

When you partner with our Telemarketing and List Rental Division, you're teaming up with a customer

service oriented company. The success of your project is paramount for us. We will double check every detail, ask questions, and provide feedback to ensure your complete satisfaction.

Here are just a few of the nationally recognized organizations who have benefited from the Peter Li Education Group's Telemarketing and List Rental Division:

Carnegie Learning
IBM
Maryknoll
Teacher Universe
Apple Computer
Loyola Press
Silver Burdett & Ginn

Smart Tuition
Weather Channel
Oxford
University Press
Nabisco
Sunburst
Catholic Digest
Creative Publications

Call us today to discuss your marketing needs!

Ask about ADVERTISER'S DISCOUNT
As a Peter Li Education Group advertiser, you can save 20% off of base list price on telemarketing and mailing list services. Ask your representative for details.