



OMI Advantages

Outsource Marketing, Inc. is a full service, Direct Phone-marketing Company, offering to you the experience and resources of a large-scale in-house telemarketing operation, without the prohibitive costs.

Do you know that:

- » *Direct Phone Marketing* is today's most effective alternative for reaching both targeted and wide audiences.
- » *Direct Phone-marketing* enables you to answer questions, address concerns, overcome objections and bring each contact to a definitive action - a closing.
- » *Direct Phone-marketing* due to increased competition in the telecommunications industry and low telephone costs, is currently the most cost-effective ingredient within any total marketing program.
- » *OMI's flexibility* allows us to offer you comprehensive Direct Phone-marketing packages, for literally, any size of business and campaign.
- » *OMI's management experience* gives us the skills and knowledge to provide your company with a marketing-program that really works for you.
- » *OMI's callers* are seasoned professionals with a vast range of marketing experience; they are mature, proficient, pleasant and ready to bring results to your company.
- » *OMI technology* is state of the art, efficient, effective and foolproof.
- » *OMI's diversity* of clients represent an extremely varied scope of products and services encompassing vendors of high tech, industrial, electronic and pharmaceutical products, as well as firms involved with publishing, financial services, insurance, engineering, landscaping, accounting and legal services. Our versatility is unsurpassed.

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