

# Pilot Program Promise

**Purpose**—*The purpose of the pilot program is to conduct an initial test of the campaign while we closely monitor results and refine the program for maximum results. It is often very difficult to predict success levels since we have not worked with you or your unique offering, are adapting to meet your expectations, and may be entering a new industry.*

- *We promise to review your pilot program both daily and weekly to ensure the best results possible.*
- *We promise to make changes to your campaign in order to find the best methods to promote your offering. We will provide up to three changes within the contact list, scripting / approach, or the marketer during the pilot.*
- *We promise to provide our best efforts to promote your offering; but ultimately, you determine your offering, key selling points, and target market.*
- *We promise to use our years of experience to generate new leads or appointments; but ultimately, you select the criteria for each lead.*
- *We promise to make recommendations for program enhancements; but ultimately, you have the option to accept or reject those recommendations.*
- *We promise to make program modifications to meet your expectations; but ultimately, you determine the direction of objectives.*
- *We promise to provide you with the opportunity to propel your revenues upwards; but ultimately, you control the closing process.*



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