

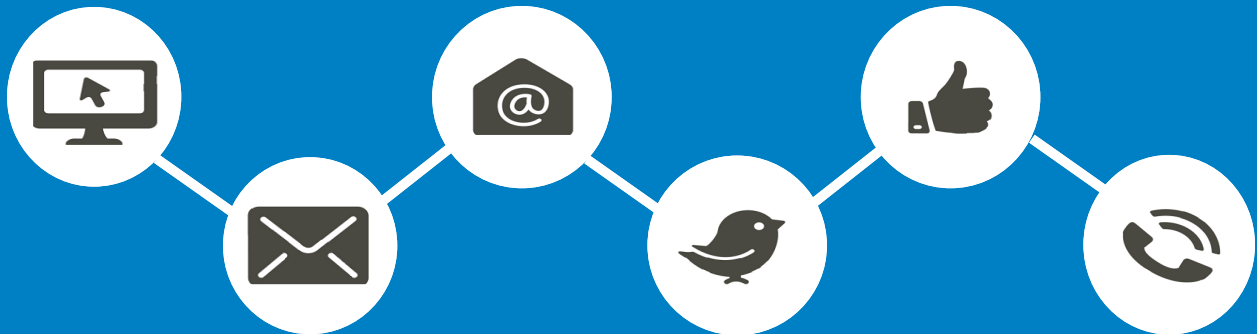
*One centralized message, unlimited outreach.*

HyperDrive 2.0

RevGen Edition



Loan Lead Generator



### Step One:

#### Choose your program: Basic or Deluxe?

Programs offer a series of touch points designed to improve the sales process by first targeting the ideal audience, then providing education to that audience regarding credit union products and services available. Each base package includes 4 campaigns. However, clients do have the option of adding additional campaigns for a small fee. Print marking is also available upon request.

### Step Two:

#### Build your road map for success

Xtend strives to provide the highest ROI at the lowest cost possible. Standing on our experience (over 100 **successful** outbound loan generating campaigns in 2014 alone), our staff can help you determine your target audience and create the marketing material and call script for you. We will layout your 2015 marketing calendar before the year has even begun. Think of this as a complete sales and marketing campaign in a box.

### Step Three:

#### Plan your marketing content

We encourage you to customize your content. Don't have the time to create custom content? That's OK! We have a library of pre-determined campaigns ready for you to use. Once the campaigns are set, sit back and let the machinery do the work, but be ready—Loan leads will be coming your way. Make sure your pipeline is ready to handle the high loan lead volume coming your way. We set up the leads, you close the deal.

## Deluxe Program

Starting at \$650.00\*



Email Target Audience



Email Unresponsive Members



Follow-Up Phone Call



Email Unanswered Calls



Follow-Up Call Unanswered First Round Calls. (Round 2)

## Basic Program

Starting at \$450.00\*



Email Target Audience



Email Unresponsive Members



Follow-Up Phone Call

## Register Today!

Must register by January 10th, 2015:  
Contact a Business Support Representative  
P: 1-866-981-4XTD  
E: [info@xtendcu.com](mailto:info@xtendcu.com)  
Or sign up at [Xtendcu.com](http://Xtendcu.com) today!

Roadmap to  
success

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*\*The Xtension Call Center will apply a per call fee of \$2.50. There will be no additional fee for the email communication.*



**Campaigns Launch March 2015**