

# TLE.market's **No Cost / No Commitment** Testing Process Steps

## 1. DISCOVERY Step

*A planned-out Q&A session where TLE.market asks you & your team as many questions as possible in order to learn about your business, markets, objectives, tools & demand-generation plans*



## 2. DOCUMENTATION Step

*TLE.market captures what we heard during the Discovery step conference call, into a document, for our mutual review & edit. During this document review we also mutually agree on a testing scenario for Step 3*



## 3. TESTING Step

*Live testing of proposed outbound marketing/ DemandGen operations, in a sample-set format, to determine potential metrics & outcomes*



## 4. GO/ NO-GO Decision

*Following the testing we assess the results and determine if it makes sense to engage ... or not*



## 5. Launch if it's a Go

*If we do agree to formally engage, all of the prep-work done during testing, and all of the lessons learned help us ensure a rapid and smooth Go Live*

