

WHY GRINDSTONE'S REMOTE BUSINESS DEVELOPMENT MODEL IS MORE EFFECTIVE THAN A BRICK A MORTAR CALL CENTER

- ✓ **Labor Pool** – Brick and Mortar companies are limited by an average of a 30 mile radius of their location. Once that pool is tapped out, the company has limited expansion ability.
- ✓ **Talent** - Ability to attract top talented professionals. Most professionals we hire are between 30-60 years old. This group does not have any interest in commuting to a call center and sitting a cubicle all day.
- ✓ **Flexibility** – Many of our clients have a need to market in specific geographical regions of the country where the accent/dialect may be different. Grindstone has the ability designate talented agents who reside in the regions where our clients need to us to call on, thereby allowing our agents to build rapport more effectively.
- ✓ **Scalability** – Fixed brick and mortar providers have limited real estate for expansion. Grindstone's model allows for efficient scalability in the event our clients need added labor quickly. We have approximately 3500 agents across the country registered with us.
- ✓ **Focus** – Brick and Mortar call centers utilize close quarter cubicles. Employees talk to each other and can be very distracted between calls resulting in less focus on the task at hand. Grindstone agents work in professional home offices by themselves and are very focused on results without distractions.
- ✓ **Noise levels** – Call centers are very loud. This is very distracting to the prospect on the other end of the phone. Additionally it sounds unprofessional, especially in the B2B marketplace. Grindstone's agents engage in dialogue with prospects without the background noise.
- ✓ **Labor turnover** – Brick and Mortar call centers experience very high levels of employee turnover. Grindstone's agents have a high level of job satisfaction due the lack of commute and peaceful environment. This equates to higher energy levels and results for our clients.
- ✓ **Cost** – Typically we are very price competitive over Brick and Mortar companies.