

# Table Rock Restaurants



To Whom It May Concern:

Table Rock Restaurants is a franchise of YUM! Corporation this is based in Springfield, Missouri. We currently own and operate thirty six KFC, Taco Bell, Long John Silvers and A&W restaurants in four states.



We decided to implement a telemarketing pilot project in order to secure catering appointments with businesses in the Springfield area for our KFC franchises.



The team at Results Telemarketing worked closely with us to build a call list based upon our criteria and setup a web-based calendar to facilitate appointment scheduling. They also created a script that communicated our value to potential clients.



Once we had approved everything and their callers were trained, we started getting appointments immediately. The meetings were well qualified and very receptive to our offerings.



The communication with the Results Telemarketing staff was excellent and we would recommend their services to other organizations.