



Yeager North Announces Launch of Synchronized Sales Tools

New Service Helps Companies Create Tools that Accelerate Complex Buying Cycles

November 17, 2010 – Phoenix, AZ – Yeager North Integrated Marketing today announced the launch of a new service designed to help organizations create sales tools that speak to the specific needs of everyone involved in their buying cycle. Branded as “Synchronized Sales Tools”, the service provides clear insight into the real conversation that organizations have when they are deciding whether or not to buy a product and uncovers the concerns of each type of person within the decision making unit.

“In our current economy, the way companies make purchase decisions has completely changed,” noted Mark Yeager, Partner with Yeager North Integrated Marketing. “People that used to be empowered with budget authority are now required to gain approval from various stakeholders and executive decision makers. To help an interested buyer sell a product or solution internally, they need sales tools that address the specific challenges and priorities of everyone involved in the buying decision.”

The Synchronized Sales Tools Program is proprietary service offering delivered in three steps:

- » **Process Mapping:** A documentation of the different processes a product’s buyers commonly go through when they want to make a purchase including the types of individuals commonly involved.
- » **Win / Loss Analysis:** Unbiased insight into the concerns of each of the different individuals involved in the purchase process.
- » **Tools Evaluation:** Recommended enhancements to existing tools and identification of new tools that will accelerate the buying process.

“The Synchronized Sales Tools Program gave us incredible insight into the common personalities that get involved when companies buy our service and how we need to deliver our message to each of them,” said Sean Kramer, CEO of Element Payment Services. “Our approach has become more consultative and we deliver more value in the buying process. The program had a significant impact on our sales process from the first day.”

“This program provides critical guidance on everyone involved in your customer’s buying process, how your product or solution addresses each of their specific concerns, and the best marketing vehicle that will get your message heard,” noted Yeager. “With this service, organizations gain better visibility into where they really are in their sales process. They are able to forecast better, shorten the sales cycle and become the trusted advisor for your buyer that dramatically increases closed sales.”

More information about Synchronized Sales Tools can be found on the Yeager North Integrated Marketing Web site at www.yeagernorth.com/sst



About Yeager North Integrated Marketing

Companies that thrive don't deal in uncertainty, they know. 'Knowledge is Power' should be the credo of anyone in marketing today— a solid understanding of who you are, why your products and services matter and who you serve. Yeager North specializes in helping technology companies go to market with programs that deliver exceptional results because they are aligned to the reality of your business and validated by the markets you serve. Your value is delivered in messages that are meaningful and stand apart from your competitors. Sales leads are qualified and actionable. Your brand and image become stronger.

For over 20 years, our team has developed successful marketing programs for the world's leading technology companies and their channel partners. By leveraging practical, goal-oriented methods, award-winning creative implementation, and superior technology capabilities, we help our clients thrive with innovative programs that are measurable and directly impact their bottom line. More at www.yeagernorth.com