SALESSTAFF | I.T.
Intelligent Demand Generation

Pilot Program Introduction

Executive-Level Sales Appointments and Leads

OUR GUIDANCE
YOUR GROWTH

Inside Sales Outsourcing

Trained Staff Ready to Deploy

Hi-Tech Domain

Pay-For-Performance

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APPLICATION SOLUTIONS OPPORTUNITIES

SaaS

ERP

Application Solutions

Custom Development
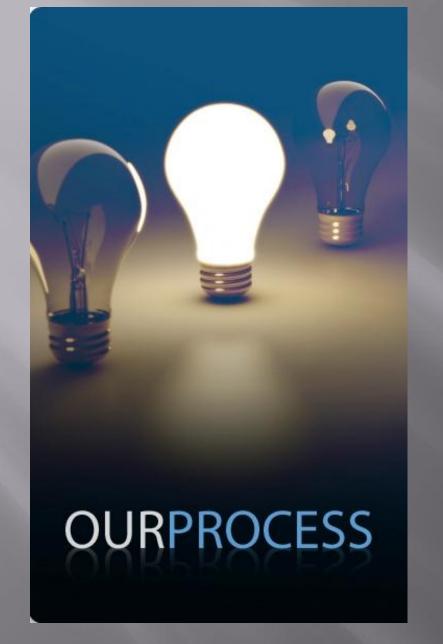
Integration

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When choosing a Lead Generation Company, know the differences.

SALESSTAFF I.T.
Intelligent Demand Generation

- Focused Service Offering – Sales Appointments & Leads.
- We serve B2B High-Tech Clients. We know your audience.
- Scalability – Programs range from 10- 500 appointments per month.
- Technical Inside Sales Representatives – Meet your team on a site visit.
- We work closely with you to Define your Prospect Criteria.
- Proof of Quality is provided via Call Rep Audio Recordings.
- B.A.N.T. Criteria drives "Actionable Opportunities" to your Pipeline.
- Lead Nurturing Strategy – No Telemarketing.
- 100% Pay – Per – Meeting Program "Pay for Results Only".
- Sales Force Automation Integration.

OURPROCESS

Document Client
Value Proposition and Differentiators

Offerings	Solutions

Profile Client's
Target Market

Data	Qualification

Lead Nurturing Plan Development

Marketing	Sales Tools

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Process Execution

Data

- Vertical Industries
- Annual Revenue
- Employee Size
- Common Functions/Title of Buyers
- Geographical Location

Lead Planning

1. How many leads does sales need to ensure they hit their target?
2. What are the expected conversion rates?
3. How will follow-up activities be assured?

Lead Scoring

- Point Value system to B.A.N.T. Criteria or role in decision making process.

Lead Nurturing

- Best Practices for Lead Nurturing activities.
- Sales tool development for cold calling process.
- Tracking process maintained for timely follow-up.
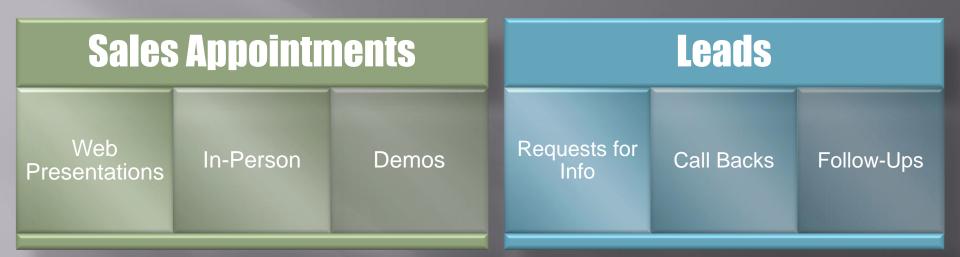
Sales Funnel Impact

An average of 66% of meetings generated enter the Funnel.

Depending on target market criteria and solution sold (i.e. ERP, Collocation, Virtualization, Network Security, Managed Services, SaaS, IaaS, etc.) sales closing rates range from 20% to 50%.

1. **Fast Deployment of Program**
2. **Outsourcing offers a 300% Faster Time to Funnel vs. Insourcing**
3. **Predictable Lead Flow to Sales Funnel**
4. **Forecast a measureable impact to Sales Revenue**

Sales Appointments

Web Presentations	In-Person	Demos

Leads

Requests for Info	Call Backs	Follow-Ups

Delivery Platform

Client Portal
Weekly Delivery Manager Meetings
On-Going ISR Training

PAY-PER-MEETING
QUOTA DRIVEN

Criteria Used to Model Your Pilot Program Proposal

1. What geography do you market into?
2. Does your sales model involve in-person meetings, web presentations or demos?
3. Is your marketing strategy industry vertical specific? If so, what verticals?
4. Describe the size of business or number of users you qualify as an opportunity (revenue, # of employees, # of users)?
5. What are the common title paths you engage with during the sales process?
6. Provide 3 sample qualifying questions you normally ask a prospect to determine "need" or "fit" for your solution?

For more information,
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