

## The “EBQ Village”

If a tech company wants to create an effective inside sales team that can drive **lead generation** and close business, they need to assemble individuals to fill specific roles. First, they need a high-level manager that can review strategy and always have long-term success in mind. Second, they need a day-to-day manager who can drive tactical applications of that strategy. Third, they need sales professionals who understand best practices and can drive results. And fourth, they need a universe that they can work from that includes both the list to support their efforts and a targeted approach that locates the companies they desire.

There are two ways to assemble this successful sales team. First, you can do it on your own. You could hire four individuals, incur four salaries, manage and train four people, and then deal with the inevitable churn of those people. Or, you can make a single hire. You can hire the team from ebQuickstart. With every one of our relationships, we embed the “village”, the **outsourced sales team** that provides the individuals to fill the necessary roles. You will have the success manager that will look over the strategy, the project manager that will drive towards quota and make sure that the daily work is done, the lead generation specialists or sales reps who will do the heavy lifting, and the list building specialist who will create and continually refresh your universe so that the team is calling on the right people at the right time. This collective effort from ebQuickstart, our “village”, will ensure success.