ConnectAndSell™
Conversations Matter

Paid Trial Overview

What is a paid trial?

The ConnectAndSell paid trial helps you understand the benefits of having a lot more conversations in a shorter period of time. The trial puts your reps in the driver's seat, enabling them to have on-demand live conversations with your targeted prospects or customers, every 2-5 minutes. This is the only way to truly experience the power of ConnectAndSell.

- ✓ **Your Domain Experts**
- ✓ **Your Intended Targets**
- ✓ **Your Conversations**
- ✓ **Your Outcomes**

How does the paid trial work?

For 4 weeks 2 of your reps will have the freedom and flexibility to use ConnectAndSell whenever they choose. Each rep is granted unrestricted access during standard business hours to have targeted conversations as often as they choose, for as long as they choose.

4 Weeks
+ 2 Reps
= 1 Powerful Experience

Your dedicated Customer Success Manager will be with you every step of the way to ensure that you are fully configured for success. We have a proven, simple and effective methodology to deploy ConnectAndSell and will work with your team closely to ensure you see the extraordinary value of our solution. Through a series of short meetings we will cover the following steps:

Kickoff
- Introductions
- Use case(s)
- Steps
- Success Criteria
- Timeline

Configuration
- Overview
- Technical Configuration
- Process Review
- List Building
- Testing

Training
- Interactive Walkthrough
- How to's
- Facilitated Training
- Best Practices

Check In
- Progress
- Metrics
- Feedback
- Best Practices

Wrap Up
- Final Results
- Business Impact
- Next Steps

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What results can I expect?

During the Paid Trial you will experience a number of benefits. We will prove ConnectAndSell enables your reps to significantly increase meaningful conversations, productivity, output, attempts and activity. As a sponsor for ConnectAndSell you will learn how this revolutionary platform will really impact your business. You can measure the effectiveness of the platform.

Learn How ConnectAndSell will Positively Impact Your Business:

- ✓ **Cost per Conversation**
- ✓ **Rep Productivity**
- ✓ **Forecastable Opportunities**
- ✓ **Market Coverage**

Experience the Power of Time Compression:

- ✓ **Increase Dials**
- ✓ **More Conversations**
- ✓ **Less Time**

How do I get the most out of my Paid Trial?

Be sure you and your team are ready to experience the power of ConnectAndSell. Think about the following as you prepare for your Paid Trial:

Consider all Use Cases	Who do you want to talk to the most? Consider several use cases: business development, inside sales, account management, field sales. All can benefit.
Select the Right Participants	Which reps have a burning desire to be on the phone? Select strong reps that are comfortable having a lot of conversations.
Prepare your Target Lists	Are you organized to have a lot of conversations? Prepare one or more lists with targets that align with your ideal prospect profile. What data do your reps call today? What are your most successful sources of information?
Ready your Messaging	How do you earn a prospect's attention in less than 30 seconds? Put some thought to your pitch and messaging.
Evaluate Technical Options	Are you streamlined for success? If you use Salesforce.com or Microsoft Dynamics CRM we offer a synchronization framework.
Gather Resources	Is everyone ready to participate? Have your Executive Sponsor, Line Managers, and CRM administrator ready to participate in the kick off call.
Define Expectations	What can you achieve? Clearly define your success criteria for the two week paid trial and come to the kick off ready to discuss.