



# LEAD GENERATION

## B2B OUTBOUND COLD CALLING ON BEHALF OF YOUR COMPANY

Are your sales people doing their own prospecting? If so, they're losing valuable time that could be spent nurturing and closing deals (and your company is overpaying for lead generators). With **EBQ**, you'll get an entire team working to deliver new appointments while driving efficient pipeline growth. We'll do what your sales reps *can't, won't or shouldn't* do... cold call.



### Meetings Worth Taking. Consistently.

Save the time, money and effort it takes to develop and maintain an internal lead generation team and let **EBQ** bring the new customers to you. Our trained professionals will call daily into your database on behalf of your company and set meetings with decision makers at companies you want to do business with.



### A Solution-Based Sales Approach

- **We do not read scripts** and instead take the time to educate ourselves on your company and product offering so we can engage your prospects in value-based conversations that yield quality meetings



### An Extension of Your Company

- We work with you to craft 3 deliverables in order to maximize our calling efforts:
  - 1) A high-level elevator pitch designed to guide us to the correct contact
  - 2) An email introducing your company and product offering
  - 3) 3-5 minutes of talk track pointing to discovery questions and key differentiators



### Service That Goes Above and Beyond

- Our efforts don't end once the meeting is scheduled; We send out calendar invites, confirm meetings ahead of time, kick-off calls with a warm hand-off to your rep and even work to reschedule any meetings that do not take place
- EBQ provides total transparency through dynamic reporting dashboards that update in real-time so that when it comes to the status of your project, we're always on the same page

The most prepared projects are typically the most successful. As such, the **EBQ Project Kick-Off Meeting** is designed to cover all of the tools and materials your department will need in order to launch as quickly and effectively as possible, while also providing ample time for our clients to present and discuss their company, offering and project goals.

## FIRST HALF: EBQ

Your EBQ team will go over the administrative details of the project, and the specific items we will need to get started...



### EBQ PROCESS OVERVIEW

We will provide a brief overview of our project structure including hierarchy, reporting and the weekly continuous improvement meetings (CIMs).



### EMAIL ACCESS

Your EBQ specialist(s) will need a personalized email address for your company in order to correspond with prospects.



### CALENDAR VISIBILITY

Your specialist(s) will also require visibility into the calendars of your sales people in order to coordinate meeting times with prospects.



### TERRITORY BREAKDOWN

Please provide us with a chart or listing of which reps oversee each geographic area, target account or vertical.

## SECOND HALF: THE CLIENT

During this time, the focus will shift to your company, offering and goals so that your EBQ team can begin to craft messaging...

### COMPANY / PRODUCT OVERVIEW

Experiencing how your company presents itself and product offering is invaluable to your EBQ team as they work with you to build a strategy.



### MARKETING SUPPORT

Detail any existing marketing initiatives, campaigns or pieces of collateral that will potentially support your EBQ team's lead generation efforts.



### DISCOVERY QUESTIONS

List two or three pieces of information you'd like us to gather from potential prospects, once a meeting is set, in order to better prepare your reps for a call.



### YOUR UNIVERSE

Outline details of your prospect database, how it is segmented and how it will be allocated to your EBQ team.



## Who should attend?

In order to ensure everyone from both sides of the relationship is on the same page, we recommend the following individuals attend the kick-off meeting... The **Executive Sponsor / Relationship Owner**, the person who will be **EBQ's Daily Point of Contact** throughout the project, your company's **Salesforce Administrator** and an **IT Manager**.

# The Department Experience



At EBQ, we understand that a company may be apprehensive when it comes to outsourcing. Too often, entrusting your business to a third party vendor can be frustrating and inefficient. This is why we work to build an open environment based on transparency. With us, you get the full “**department experience**.” This means your EBQ team is an extension of your company, not some faceless entity in a sprawling call center.

Along with the personnel, your team also brings with it a sales process and best practices refined over our 9+ years of working with clients across numerous industries and verticals. This built-in infrastructure allows you to focus on other responsibilities while we work to drive new opportunities to your business.

For less than the cost of **one** internal sales person, you can have an **entire department** including...



## Success Manager

Serves as your account manager, offers best practice support and guides the overall vision of your project



## Project Manager

Provides and manages the specific tools, training, and strategic day-to-day processes that make your project succeed



## Specialist(s)

The tactical, daily resources working hand-in-hand with their specialized manager to execute on your company's behalf

All EBQ employees work in the same Austin, TX office. No one works from home or abroad. We cover a portion of employee healthcare costs, provide self-directed career paths and frequently promote from within. This unique company culture results in turnover that is dramatically lower than our competitors and has allowed us to build a robust staff of talented sales and marketing professionals to meet your evolving needs.

“I’ve worked with a lot of sourced vendor support over the years, and I can readily say that **EBQ** has earned my professional respect for their extensive capabilities and business acumen as well as my personal trust and confidence that our business was in good hands and being cared for as if it were their own.”

Jackie Paralis, Senior Marketing Manager - OKI Data

**EBQUICKSTART (EBQ)** was founded in 2006 with a vision to service every phase of the sales and marketing cycle, from start to finish and beyond, and the company has built a solid reputation as sales process experts. We have successfully assisted clients of all sizes and industries in entering new markets, identifying prospects, closing deals and achieving an array of quarterly and annual goals. As a result of our commitment to excellence, EBQ's efforts have helped dozens of companies in successfully navigating liquidity events and our client list has grown by more than 400% in the last two years. Companies that stay with us for over a year see, on average, an ROI of over 200%.

For three years in a row, **EBQ** has earned a spot on the Inc. 5000 and we have amassed a multitude of local and national awards & recognition including being repeatedly named to the the Austin Business Journal's list of the fastest growing companies in Central Texas and the Austin American Statesman's Top Workplaces in Austin list in 2011, 2012, 2013 and 2015.



**EBQ.COM / INFO@EBQ.COM / 1-800-566-3050**  
**3000 S IH-35 SUITE 320 AUSTIN, TX 78704**