



The **Vanella** Group, Inc.
Strategic Telesales 2.0™ for High Tech

A B2B Telemarketing Firm for Enterprise Technology Solutions Delivering High-Return, and Uncovers Real Intel That Results In Revenue Attainment:

The Vanella Group, Inc.

There is no denying that a key element of B2B enterprise sales involves the relationship with stakeholders in accounts and to understand their role(s) within the account landscape. Two key elements to develop those relationships effectively right out of the gate map to the experience prospects have with a vendor early in the dialog. A meaningful early engagement provides a depth of knowledge about the account that can impact the acceleration of the sales cycle.

The entire model of B2B sales, especially in enterprise technology, has been changing rapidly over the last decade. Today's selling landscape is driven by digital transformations, IoT innovation, strategy shifts, IT playing more of a complex role in the business, modernization, overlap of priorities and resources, and a number of other disruptive change agents. This landscape requires



Mari Anne Vanella, CEO

“ We want prospects to have an awesome first engagement with our clients that is opposite of the typical calls they get. Talking with us is a discussion with a peer that understands their business, technically fluent, and brings a lot to the table that makes the discussion rich and productive. Prospects are glad to have those calls...it is a completely different result than traditional outbound calls get. ”

The Founder and CEO of The Vanella Group, Inc.

Mari Anne Vanella is the **Founder & CEO** of The Vanella Group, Inc. She has over 25 years of experience in sales and business leadership. Mari Anne's background includes roles such as Vice President and Director at several enterprise technology firms and brings a strong track record of results and revenue growth to The Vanella Group, Inc. The unique attribute she brings, her background in sales leadership included being a consumer of outsourced sales development so she knows what executive leadership really needs in an outsourced partner.

Mari Anne's industry associations include being a Founding Member of Women in Technology International's (WITI) Global Executive Network. She has also been active in The American Marketing Association, the Sales Lead Management Association, SVASE (Silicon Valley Association of Startup Entrepreneurs) among other industry groups. She is in the #3 position in the "40 Most Inspirational C-Level Leaders in Sales Lead Management" and also listed in the "20 Women to Watch in Sales Lead Management" in 2017, 2016, 2015. She was featured in the Women in Tech Top 50 Influencers in Martech in 2017.

Mari Anne has been a speaker in featured sessions at Dreamforce on Social Selling and Data Management. She has also been featured at "LinkedIn Live" focused on how SMB's can successfully leverage LinkedIn. She authored the best-selling and award-winning book "42 Rules of Cold Calling Executives."

Mari Anne has built a culture of giving back at The Vanella Group, Inc. and actively supports organizations like DonorsChoose.Org, mentoring other entrepreneurs, and volunteers in her local community.

a deep understanding of both the various facets technology initiatives present and how organizations buy technology today.

The other newer element to factor in is the abundance of information available to buyers on their own; the sales organization needs to structure their role and contribution in a way that is precise and meaningful. Prospects have no need to talk with anyone if the conversation isn't a good use of their time—why would they when most questions can be answered independent of the vendor? This is where having an effective methodology is advantageous.

The traditional "sales" dynamics of the past now require much more peer-level interactions that includes partnering with IT and business stakeholders. Sales organizations need to be on the same level to develop a consultative role that helps prospects navigate a sea of options and settle on a technology stack that ultimately includes their solution. The long-held model of "put junior people on the front lines to find interest" approach now necessitates having someone with a sophisticated set of skills early that can read between the lines and is able to navigate a deep-dive discussion real-time.

In order to grow revenue, every B2B company needs

to constantly uncover and develop opportunities that ultimately convert to customers. To address this changing landscape, Mari Anne Vanella, started The Vanella Group, Inc. in 2001.

Today, it's been 18 years and The Vanella Group, Inc. is the only firm that brings an end-to-end solution for expert, high-quality, B2B telemarketing and telesales-based sales development and lead generation designed for large deals in the enterprise tech space.

It Is All About Excellence

As soon as The Vanella Group, Inc. launched its first project, the model was immediately successful and has continued to evolve and enhance what it delivers to stay in front of trends that impact sales organizations. One way they have maintained that leader position is The Vanella Group, Inc. has embraced technology and the advantages automation brings by leveraging the capabilities of available Martech platforms.

The Vanella Group, Inc. was automated before most of its clients were and that allowed the company to bring a "best-of-breed" approach to the deal discovery and relationship management elements of sales that its clients have modeled internally. They also have embraced a solid partner ecosystem with organizations like Marketo, Salesforce, InsideView, and others major Martech players.

Based in the Silicon Valley, The Vanella Group, Inc. is very active in the technology community and works hard to keep in step with industry best-practices. They have systemized all stages of pipeline development with a communication model that addresses the remote nature of client's teams, and even the remote members within teams. Mari Anne Vanella, CEO, commented that *"15 years ago, organizations were more centralized and wanted a vendor in their backyard they could visit onsite. Today, they often have executive teams in several locations that manage teams across the country. We had workflow built for that before it was common, and the result is we are not scrambling adapting to a changed organizational structure but rather can enable them to be more effective with their prospect engagement."*

Today, The Vanella Group, Inc. works with companies all over the world and has clients throughout North America, Western Europe, and Canada.

A Proven Approach That Gets Bountiful Results: Telesales 2.0™

The Vanella Group, Inc. only has the most astute, executive and business-fluent people on the front lines representing clients, the opposite of traditional outreach models. The methodology delivers results that make a sustainable, long-term revenue impact that organizations stick with long-term.

The Vanella Group, Inc. has built their entire brand on the ability to impress clients, build real pipeline, and be the best choice for a lead

generation and sales development partner. The company's average term with a client is 3x longer than an average FTE sales team member. And to achieve results 5x above the industry average (per DMA research,) their approach demonstrates success year after year.

Their flagship solution, Telesales 2.0™ provides a foundational B2B telemarketing methodology that consistently delivers those impressive results as an outsourced services provider.

- **Quickly onboard the Telesales 2.0™ program:** Their domain expertise in enterprise technology gives The Vanella Group, Inc. a head-start to understand their sales environment. Having worked with a very broad range of solutions and industries, the company brings enormous technical and situational fluency as a partner.
- **Engage with actual selling opportunities in those accounts:** The Telesales 2.0™ delivery model accommodates the actual requirements by aligning with the team's work style and infrastructure—whether they work in a CRM, Mobile, etc. to ensure a seamless program where nothing falls through the cracks.
- **Obtain the highest possible conversion rate in those opportunities:** The opportunity profiles present the client's team with the sales intelligence that will help the client most effectively

position itself in the deal and *"be in the right place, at the right time."*

- **Use detailed insight to improve the selling effectiveness:** The Telesales 2.0™ program reporting offers its client visibility into buyer behavior at a deep level. It helps both sales and marketing to understand the buyer patterns and trends specific to the offerings. Every client has been able to leverage this insight to improve overall selling effectiveness.

A Happy Customer

"The Vanella Group, Inc. is one of the most prolific demand generation experts that I have had the pleasure to work with. They are 'master and commander' of the cold call... Their ability to penetrate the CXO domain in corporate America is simply fantastic." - Jack N. Senior Marketing Director, Fortune 1000 Telecom Firm.