

# What Exactly Does The Vanella Group, Inc. Do?

# Sales Development Orchestration

Avoiding the trend to focus solely on the near-term and leave millions of dollars of revenue on the table for competitors

The solution that captures the near-term more consistently and builds real pipeline for growth

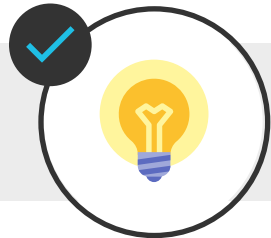


The **Vanella** Group, Inc.  
Strategic Telesales 2.0™ for High Tech

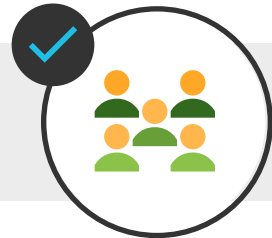
## Telesales 2.0™

### What is the full scope of what The Vanella Group, Inc. can do?

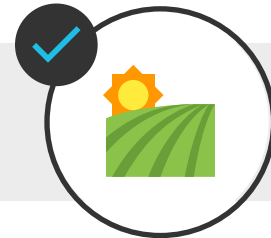
Data driven, intelligent engagement that identifies and manages deals in the pipeline



Sales Cycle Identification Engine



Engagement with stakeholders in deal, identify next steps



Understand the selling landscape in the account



Manage the relationship as the requirement becomes active



Involved at all stages until it closes

### How is The Vanella Group, Inc. different?

1

#### We understand enterprise technology and complex infrastructure

We are current, involved, and understand transformations that are happening now and how to have deep-dive discussions



- ✓ What companies are doing
- ✓ How they are doing it
- ✓ How to engage stakeholders
- ✓ Results 5x above industry standards for outbound calls

2

#### We understand the psychology of buyers and influencers

We have 20 years of empirical data on trends, behaviors, and engagement. We worked with an organizational psychologist to design executable intelligence

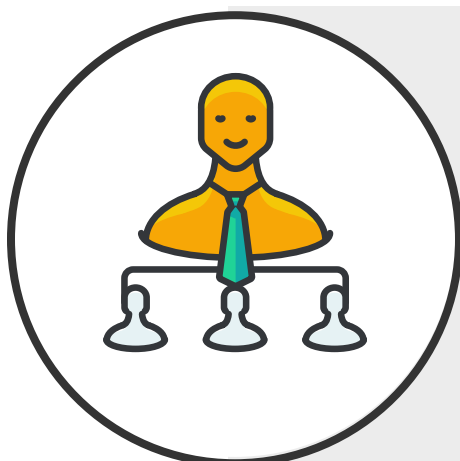


- ✓ Identify gaps in your content pillars.
- ✓ Find out what others link to in your niche.
- ✓ Use keyword data to target a high-volume keyword.
- ✓ Present an alternative argument to a common opinion.
- ✓ Figure out what journalists and blogger like to share.

3

#### Our team are very senior-level, with highly developed skills

We don't recruit call center, telemarketing resources but rather senior level journalists, former managers and leaders in tech that have executive presence



- ✓ Program is all built around peer-level engagement
- ✓ Our calls are perceived as a business call that adds value
- ✓ Our foundation is built on former executive management, not sales reps



Sales Development that is designed for today's  
B2B buyer involved in long sales cycles

[www.VanellaGroup.com](http://www.VanellaGroup.com)

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