

Qualified Sales Leads for Technology Firms

SalesXperts
Solution Marketing
Technology Sales Leads

salesXperts

11871 Horseshoe Way, Suite 1121
Richmond, BC V7A 5H5
Canada

1-866-377-1980
info@salesxperts.com
www.salesxperts.com



SalesXperts Solution Marketing

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SalesXperts Solution Marketing starts with understanding your customer. In today's highly competitive IT market, product differentiation is getting increasingly more difficult to achieve, and often isn't enough to engage your prospects interest or close a deal. Focusing on their problems, concerns, and business drivers will lead to a richer, more compelling value proposition for your portfolio of products and services. It's all about value.

The closer your prospects are to understanding the value of the solution before your salespeople talk to them, the more successful those salespeople will be. The more precisely marketing can target the audience, the greater ROI you'll get from your campaigns. With Solution Marketing, you'll gain a deeper understanding of your prospects specific needs, timelines, and budget, giving your team a distinct advantage in developing a winning proposal and closing the sale.

Who Can Benefit?

We specialize in working with companies that have complex products and services or complex sales cycles. Our Solution Marketing program benefits technology firms across a wide spectrum including Software Application, Hardware, Professional Services and Telecommunications. We will build a Pipeline of Sales Opportunities for your sales force and keep your pipeline filled with a stream of qualified leads.

Benefits

A complete turnkey sales & marketing solution that:

1. Delivers highly qualified sales leads for your team within weeks of implementation.
2. Identifies and qualifies short and long term sales prospects to foster annual, predictable sales growth.
3. Converts prospects into sales opportunities using SalesXperts proprietary Prospect Conversion Process.
4. Gathers valuable market intelligence and performs specialized Account Mapping on target organizations.
5. Delivers access to key decision makers with signature authority by confirming face to face or telephone meetings for your representatives.
6. Provides a clean database of new prospects with opt-in e-mail addresses for future offerings.

"We were acquired in 2003. Sales drove the acquisition. SalesXperts helped drive our sales."

Steve Munford
CEO
SOPHOS
(Formerly Active State)

Program Components

Our Solution Marketing program drives your sales programs by delivering a comprehensive campaign with the following components:

1. Campaign Consultation and Development

The success of every lead generation campaign is a direct result of the level of preparation prior to its launch. Using our *Ten Step Best Practices Checklist* developed specifically for Technology firms, our Campaign Consultation team will review your current sales process and all the components that go into it. We will help you develop an effective and customized lead generation process based on our findings. The goal of this phase is to make sure that you are targeting the right audience with the right message using the right marketing vehicles.

Our Project team then trains our team on your process. We want to make sure that we have given our Business Development Agents (BDA's) the right lists, messaging, marketing collaterals, sales tools, and process to generate the maximum number of qualified sales leads possible. We specialize in helping companies upgrade their existing process into a streamlined effort that rapidly generates significant results.

2. Quality prospecting list

A key success factor for your campaign is the quality of the list available for the agents to call. The more focused and accurate the list data, the more productive and profitable the program is. Getting the best possible list is a three-step process:

- Acquisition of a targeted list based on pre-determined qualifications
- The list is screened and customized to your criteria
- Pre-qualification calls verify key contacts in each organization

3. Executive Level Tele-prospecting

Seasoned professionals trained specifically on your solution will represent your organization. Our highly trained business development agents (BDA) will engage in a customer-centric dialogue to identify key issues and pain points in each organization.

Each opportunity is prioritized by the level of interest, buying timeframe and budget availability. Meetings are scheduled and your sales team is provided with an opportunity profile that highlights key issues uncovered by the BDA.

4. E-mail marketing

Every sales lead will receive a meeting confirmation e-mail which is copied to your sales team. Every prospect will be asked for an opt-in e-mail address and permission to send additional marketing information customized with your logo and contact information. Our specialists track all e-mails sent, and prospects are followed up on based on their interest level.

Each segmented prospect receives a set of approved marketing collateral designed specifically for their level of interest. The entire campaign is branded with your logo. We track and provide detailed open, read, and click response rates which are reported to you in a weekly report.

"They brought a lot of value to different areas in our sales campaigns; coordinating marketing and sales, assigning ownership over tasks and results. That's what we want from a vendor relationship"

Bob Younquist
Sun Microsystems

"Since working with SalesXperts we feel our company has the best sales development team in the business. They are able to take prospects deep into the sales process, allowing us to concentrate on closing the sale. We are proud to have their highly skilled staff represent eXcape to our market."

Art Brueton
eXcape

"SalesXperts unique and dynamic sales approach has made an enormous difference in clarifying and focusing the marketing and sales strategy for Oracle Small Business.

They created, tested and implemented a strong sales process that engaged and educated our prospects, and most importantly, closed deals."

Jim Labelle
NetSuite
Oracle Small Business

5. Opportunity Classification

During your campaign, we will identify four main types of opportunities for your marketing and sales teams. Each opportunity is classified based on their level of interest and urgency, solution fit, and qualification results.

Opportunity Classification	Qualification Level and Action Taken
<p>1. Sales Lead Opportunity</p> <p>Interested in speaking with a sales representative from your company</p> 	<ul style="list-style-type: none"> • Qualified prospect agrees to participate in the next stage in your sales process, usually a meeting or conference call • Email with the relevant product information is sent to the qualified sales lead • Completed lead sheet for the lead is sent to your sales team immediately • Meeting information sent to the decision maker • Meeting booked between specific decision maker and sales rep
<p>2. Prospect Opportunity</p> <p>Requested more information to be sent by email, and a follow up call by our agent to discuss.</p> 	<ul style="list-style-type: none"> • Prospect requests more information on your solution • Decision maker has been qualified • Opportunity has been identified • Opt-In email gathered • Email with the relevant product information is sent to the prospect depending on the level of interest • Entered into opportunity pipeline for sales follow up
<p>3. Profiled Opportunity</p> <p>Contacts profiled, but not deemed an immediate opportunity</p> 	<ul style="list-style-type: none"> • Decision maker identified • Basic qualifications verified • General introduction to your solution
<p>4. Suspect Opportunity</p> <p>Contacts that have not been contacted over the phone during the campaign</p> 	<ul style="list-style-type: none"> • Acquisition of a targeted list based on pre-determined qualifications set by your company • The list is screened and customized to your criteria • Pre-qualification calls verify key contacts in each organization

6. Daily Reporting

Results are delivered on a daily basis including:

- Scheduled meetings
- Contact rates
- Closing percentages
- Number of prospects in pipeline

Sales leads are delivered electronically to your company on a daily basis. A final program report provides aggregated statistics and a fully populated database of contacts, exactly what the contacts are interested in, and market intelligence.

Term

Our initial engagements are for a minimum of 3 months. Based on our experience of completing hundreds of technology Lead Generation Campaigns, this is the minimum time required to achieve some critical mass in the process and complete a full prospecting cycle.

Expected Results

Results obviously vary, as there are many variables with each campaign for each different client. What we can guarantee is that you are getting the best prospecting process available today applied to your solution. At the end of the initial campaign, you will have sales leads and prospects in your pipeline. But more importantly, you will have a tested process with metrics that you can replicate and scale for future sustainable growth.

How do you get started?

Contact us today for an initial discussion on your present requirements.



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