

## Why SalesCircuit?

### A Better Way to Generate Leads

Every company can benefit from having more face-to-face selling opportunities. The best salespeople are generally good at networking into warm accounts and closing deals, but most are not skilled at cracking accounts where they have no relationships or introductions. And most salespeople do not enjoy the prospect of cold calling. Even those who tolerate it often find that cold calling hampers their ability to reach or exceed quota. **It often takes 10-15 contacts to 15 or more cold prospects just to get a single meeting!**

### Methodology

We have developed a methodology utilizing a multi-channel marketing approach that creates quality sales opportunities at a competitive cost while keeping your sales professionals in the field closing deals or growing current accounts. All of our service offerings are focused on one primary goal: to generate quality opportunities for your salespeople that lead to real business opportunities.

Depending on your needs, we have a menu of options from which to choose. It starts with lead research and development. We learn your business, understand your market, and begin to uncover untapped prospects. We develop leverage CRM data and use a pursuit strategy tiered by probability (e.g., remote prospects are put into an automated outreach mode, while likely prospects are given a more high-touch approach). We then implement a combination of phone, email and social media marketing contacts with a tightly tailored message.

We manage the process using our online lead management and CRM tools, then distill them into actionable metrics which can be integrated into your CRM. We also offer marketing support, including automated emails, press releases, and other outreach services as needed.

We combine seasoned high-tech sales and pre-sales professionals with dynamic business development representatives to attract and qualify genuine business opportunities for you.

### Risk Mitigation

Our success is aligned directly with your success. Our pricing model is leveraged to the point where we are only profitable when we meet the quota assigned to us. Also, in this market many companies face head-count restrictions. You can utilize SalesCircuit on a short-term initiative to support your in-house team, and scale up the team as success is achieved.

### Focus

Our team possesses industry-leading skills in inside sales and business development. We are focused on results and pride ourselves on a high quality work ethic with transparency and accountability.

- Cold Calling
- Appointment Setting
- Online Lead Management
- Lead Dispositioning
- Social Network Management
- Event Management
- Automated Email Marketing

## What can SalesCircuit do for you?