

DRIVING SALES FULL CYCLE™



CERIDA

WHAT IS A LEAD?

>NEXT

CONTENTS

> INTRODUCTION

THE SALES CYCLE

MARKETING

SALES

CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

> CUSTOMER  
DEVELOPMENT

> MARKETING

> SALES

**A lead is an individual who understands what you offer.**

You're being judged, like every other executive, on growing the top line. But your buyers aren't the easiest to find. With a complex sales process, it's hard to be sure that you're addressing the right audience and making the right business case to get good leads.

CONTENTS

> INTRODUCTION

THE SALES CYCLE

MARKETING

SALES

CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

> CUSTOMER  
DEVELOPMENT

> MARKETING

> SALES

A lead is an individual  
who needs what you offer.

Your prospects can take  
months to decide, while you  
sift through information from  
marketing, field reps, channel  
partners, and the Web for  
something more than mediocre  
leads that mean another wasted  
day with tire-kickers.

CONTENTS

> INTRODUCTION

THE SALES CYCLE

MARKETING

SALES

CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

A lead is an individual who responds to what you offer.

Your customers can be your best prospects, but it's hard to find time to cultivate them – to discover what else you can sell them today and what they'll want to buy from you tomorrow – because you're too busy simply servicing them.

> CUSTOMER DEVELOPMENT

> MARKETING

> SALES

## CONTENTS

> INTRODUCTION

THE SALES CYCLE

MARKETING

SALES

CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM



**A LEAD IS A PERSON**

Cerida ensures it's the right person.

CONTENTS

INTRODUCTION

> THE SALES CYCLE

MARKETING

SALES

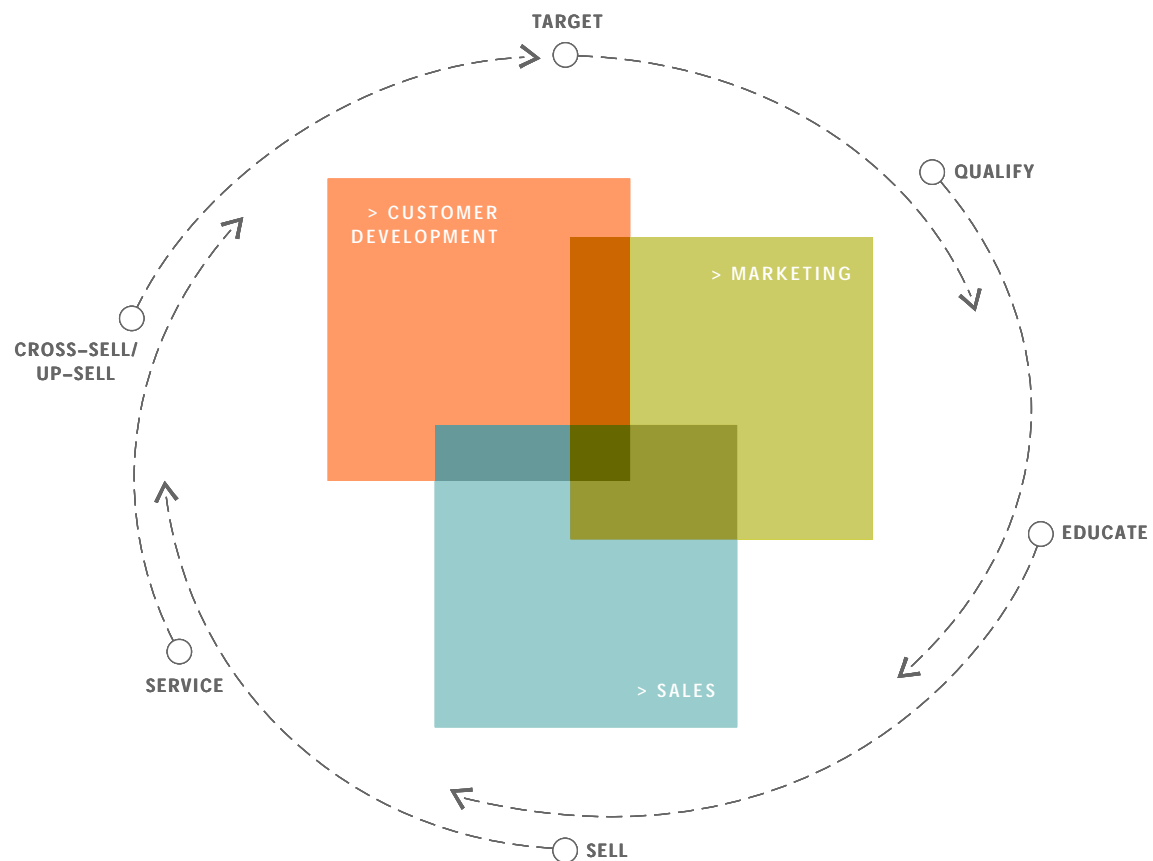
CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

**WE'RE ALL OVER THE SALES CYCLE**

Cerida's dedicated teleprofessional teams are capable of driving revenue throughout the sales cycle, from marketing to sales to customer development: targeting and qualifying, educating and selling, servicing and up-selling/cross-selling. We understand that it's called a sales cycle because at every point we need to be selling, whether we're introducing people to your products and services or convincing your existing customers to buy more. With this attitude, we can provide valuable assistance at any, or every, point in the sales cycle.



## CONTENTS

INTRODUCTION

> THE SALES CYCLE

MARKETING

SALES

CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

# Laying the groundwork for your success

Qualifying leads on the phone to find hot prospects. Profiling your target audience to make sure it's the right one. Vetting hundreds of Web visitors to find a handful of solid prospects. Let's face it. It's the work nobody wants to do. It's difficult and time-consuming. It prevents your expensive sales and marketing teams from doing what they do best – and *want* to do. It's also how you strike gold.

This is the essential groundwork that drives revenue – especially if you have a complex sales process. And it's what Cerida does best. We help marketing teams target audiences more precisely to achieve greater ROI from their campaigns. We provide salespeople with prospects who are closer to being sold, making them more successful. We make sure Web visitors encounter an informed human being, so they're more likely to buy.

Cerida thrives on the behind-the-scenes, one-on-one groundwork that makes companies successful. And we're good at it. Really good. Just ask our clients.

## INTELLIGENCE AT EVERY POINT IN THE SALES CYCLE

We don't just hire warm bodies and put headphones on them, the way standard call centers do. We deploy intelligent, sales-trained, business-savvy teleprofessionals. They're capable of having an in-depth conversation about your products and services with anyone – from a project leader up to the CEO. And we dedicate an entire team to each client – a team that knows your products and services so well they act like your own best employees. We encourage that attitude.

### *Technology & Process*

Our technology and processes allow Cerida teams to seamlessly interact with our clients' in-house teams and

CRM systems. They deliver better leads faster, reducing your total cost of sales. And the leads get to your teams immediately, so they can act on them quickly to drive revenue.

### *Consultation & Reporting*

We take a consultative approach, interpreting the data we gather to show you how it affects your departmental and corporate goals. We deliver frequent, customized, informative reports via the Web that contain actionable business intelligence: market trends, sales opportunities, marketing weaknesses, selling strengths. We help you direct and improve your marketing, sales, and customer programs by providing information to help grow your revenue.

### *Meeting Sudden Needs*

And for those times when you have a special project – a short-term, seasonal campaign or an unexpected spike in business – we can deploy a Rapid Response Team within 24-48 hours to meet your needs.

CONTENTS

INTRODUCTION

THE SALES CYCLE

> MARKETING

SALES

CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

**LEAD #392**  
**CHIEF INFORMATION OFFICER**  
**MANUFACTURING COMPANY**

○ CALL 44 – Left another voicemail describing new pricing structure.

○ CALL 45 – Connected with contact. Old-school CIO suspicious of “technology for its own sake,” but will read literature.

○ CALL 46 – Connected with contact. Had read literature and was ready to be convinced. Upgrading to an A lead.

○ Installs evaluation package in Q3.



## CONTENTS

INTRODUCTION

THE SALES CYCLE

> MARKETING

SALES

CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

# Targeting and educating the right audience

Are you targeting the right audience?

Do you know if what you're saying about your products and services is what matters most to them? We help our clients find out – actually talk to people in their target audiences and discover if, indeed, they're the right ones and they understand our clients' messages. If they're not the right audiences, we can also get on the phones and find the right audiences and the messages that will appeal to them, because we know the questions to ask.

## TARGETING

If you're aiming at the wrong target, hitting it is just another form of failure, because you waste time responding to the wrong people. You've got lists, of course, but are they the right lists? Do they really

target people in your ideal market space? The way to find out for sure is to test them. The names on those lists are people, and we talk to them, find out what they do, whether they need what you're offering, and whether they respond to your marketing messages. We use what we learn to help you:

- Build lists you can rely on to help drive revenue
- Establish an ideal customer profile
- Validate your marketing strategy
- Refine your messaging

## EDUCATING

Complex products, services, and sales cycles require an educated audience – and usually it falls to you to do the educating. But how can you accomplish this with limited resources and a narrow focus on increasing revenue, quarter after quarter? We can do it for you cost-

effectively, because, in the end, selling to people who understand what you're offering means a much better return on your marketing investment. We can place outbound calls, respond to inbound calls, email, and interact in real time with Web site visitors to:

- Educate potential customers about your products and services
- Inform your existing customers about new offerings and ones that complement what they already use
- Test the potential of your new product and service ideas and new markets

CONTENTS

INTRODUCTION

THE SALES CYCLE

MARKETING

> SALES

CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

PROSPECT #17  
PROJECT MANAGER  
E-COMMERCE DIVISION

CALL 23 – Connected with contact.  
Wants to buy but has no funding.  
Asked for callback in 6 months.

CALL 24 – Connected with  
contact. Budget approval is late.  
Asked for callback in 3 months.

CALL 25 – Connected with  
contact. Budgets finally approved.  
Wants to get started.

Agrees to  
begin trial  
program in Q1.



## CONTENTS

INTRODUCTION

THE SALES CYCLE

MARKETING

> SALES

CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

# Setting goals, qualifying leads, and selling

It can take up to fifty phone calls to find each prospect who needs what you have to offer. We find those prospects for you – a lot faster than you can find them yourself – and prime them for sales. We even follow through to close deals for many of our clients, because we get to know their products and services as well as they do.

## SETTING GOALS

Telesales is most effective when integrated seamlessly with every other aspect of a successful sales program. We work consultatively with our clients to ensure a smoothly running sales machine that helps meet goals like reducing cost of sales, growing the top line, expanding sales capacity, and penetrating new markets. By combining our expertise and experience with yours, we can:

- Identify a sales model that maps to your capacities and goals

- Devise a sales strategy that delivers the revenue you require
- Help you integrate your sales channels to feed off each other

## QUALIFYING LEADS

Leads are the lifeblood of a sales force, but qualifying them is difficult and time-consuming. We thrive on that challenge. Typical call centers might deliver more raw leads than we do, but the time you'll waste on bad leads negates any advantage in numbers. We do the groundwork required to find the right people to approach, then have real business conversations with them to ensure (and encourage) their interest in what our clients offer. We can place outbound calls, respond to inbound calls, email, and interact in real time with Web site visitors to:

- Uncover the specific individuals in your target market most likely to buy your products and services

- Maintain a steady stream of highly qualified leads to your sales team
- Help you refine your sales approach based on the feedback we receive

## SELLING

When a client needs to generate new revenue quickly, or is highly successful and needs additional resources, we can help by closing sales. Our teleprofessionals have the business savvy and sales training to act as part of your sales team. They're a far cry from call center employees who read scripts. They act as an equal part of your team, initiating outbound calls, receiving inbound calls, and responding to email and Web visits to:

- Convince the professionals in your industry of the value your company offers
- Close deals on your complex products and services

CONTENTS

INTRODUCTION

THE SALES CYCLE

MARKETING

SALES

> CUSTOMER DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

**EXISTING CUSTOMER #648**  
**IT DIRECTOR**  
**FINANCIAL SERVICES COMPANY**

○ CALL 11 – Connected with contact. Problem with current product. Relayed info to customer support.

○ CALL 12 – Connected with contact. Delighted to have current problem solved. Willing to hear about new version. Walked him through info on the Web site.

○ CALL 13 – Connected with contact. Web site info sold him. Processed order. Passed name on to territory manager.

○ Purchases upgrade in Q4.



## CONTENTS

INTRODUCTION

THE SALES CYCLE

MARKETING

SALES

> CUSTOMER  
DEVELOPMENT

ADDITIONAL SERVICES

WWW.CERIDA.COM

# Servicing, cross-selling, and up-selling

What's easier than developing your own customers? They've already bought in – literally – so selling them more should be a piece of cake. But do you know how they're using your products and services? Do you know what they like and dislike about them? We'll find out what they still need today, and what they want tomorrow – not by guesswork, but by talking to them one-on-one, like the important individuals they are. We'll pass on leads, or we can up-sell and cross-sell them for you, because we'll find out exactly how you can help them the most.

## SERVICING

No one is better than your customers at telling you how to improve your products and services – so you can sell more. Our teleprofessionals are trained to make your customers feel important, to listen to them and draw them out. We can initiate outbound calls or respond to inbound calls, using interviews and surveys to:

- Elicit valuable information from your customers about your current and future products
- Inform your customers about new products and services, matching them to their needs
- Pass on the names of customers who are likely to buy more
- Escalate customer problems to the proper level in your organization

## UP-SELLING AND CROSS-SELLING

In the quest for new prospects, you can sometimes neglect the ones that are right under your nose: your current customers. If your customers are happy, no one is more likely to respond positively to your new products and services. A corollary to our deep knowledge of your business and our skill at treating your customers well is our ability to sell successfully to them. We can initiate outbound calls, receive inbound calls, and respond to email and Web visits to:

- Sell your customers products and services that complement the ones they use now
- Upgrade your customers to a higher level of products and services

## CONTENTS

INTRODUCTION

THE SALES CYCLE

MARKETING

SALES

CUSTOMER DEVELOPMENT

> ADDITIONAL SERVICES

WWW.CERIDA.COM

# Special services to meet unique needs

## SELLING ON THE WEB

Everyone thought Web selling would be simpler. The customers come to you and serve themselves. What could be easier? How about getting them to stick around long enough to buy something – or even long enough to get your message? Using our Click & Connect technology, we can interact with them in real time while they're on your site – at the point where they're clearly demonstrating an interest in what you offer. We can lead them through your site with our Visual Collaboration technology, matching their interests to your products and services. We can even close deals with them, if you like, because Web selling is one of our areas of expertise.

## SEMINARS/EVENT SELLING

Getting people to attend your seminars and events is as challenging as selling any other kind of customer. It also has its own special requirements. We've developed a unique

expertise in this kind of work, greatly increasing attendance levels for our clients at a variety of seminars and events. We give your potential attendees the one-on-one attention that moves them to make a commitment. Then we give them the one-on-one service that makes them glad they made that commitment – and more likely to make one again. Finally, we report to you on the special details seminars and events require.

## RAPID RESPONSE TEAMS

You can't predict when you'll suddenly need more hands on deck to deal with a seasonal sales rush, a dramatic response to a marketing campaign, or an immediate demand for more revenue. When things like this happen, you don't have 2-4 weeks to ramp up. You need help immediately. To answer this need, we have implemented Rapid Response Teams: quickly assembled, highly competent, very ambitious

teams of teleprofessionals who can hit the ground running in as little as two days. The next time you need it, we'll provide you with the best help you can find – immediately.

## LIST SERVICES

To be successful, you need target lists that accurately reflect your ideal customer profile. We can build these lists for you, using both qualitative and quantitative research. In the first phase of our research, we engage in an extensive discovery process to understand your business objectives, then we translate what we learn into a revealing demographic profile of your ideal customer. Next, we match this profile with up-to-date, high-quality data from the most reliable sources and generate a customized prospect list that ensures you the best possible results. Finally, as we work with this list, we capture invaluable information about your prospects that enables us to add value to subsequent target lists.

CONTENTS

INTRODUCTION

THE SALES CYCLE

MARKETING

SALES

CUSTOMER DEVELOPMENT

> ADDITIONAL SERVICES

WWW.CERIDA.COM

## Your prospects have never looked better.

Our clients come to us because we offer a level of service that no other teleprofessional organization can provide. We build a consultative relationship based on a solid understanding of your business objectives and your processes. We find you the best prospects, then describe your products and services to them, priming them for sales or selling to them directly. We elicit significant business intelligence from those prospects and help you use it to refine your programs so

they meet your business goals. We don't work for you, we work with you. As one of our client services managers puts it, "Think of me as part of your company." Cerida. We're on your team.

FIND OUT MORE ABOUT  
HOW WE CAN HELP DRIVE  
YOUR SALES FULL CYCLE.

866.4CERIDA  
(866.423.7432)

978.659.6500  
WWW.CERIDA.COM

