

# service platform

THE CERIDA SEQUENCE:

RETAINING QUALIFYING, CAPTURING AND  
YOUR NEXT CUSTOMERS

Our Cerida service platform is comprised of four programs. These can be offered as stand-alone services or combined to form an integrated program based on your specific objectives.

## Telemarketing

Often the point of initial contact between you and a customer, our telemarketers also provide fundamental services such as lead generation and turning a database of inquiries into qualified leads. They possess strong telephone skills, which helps them execute effective call scripts that we prepare for you. These telemarketing reps, in fact, can gather prime intelligence such as key decision makers, technical environment, budget, buying criteria and time frame. This primary background information provides the necessary knowledge base for the next stage of the selling cycle — telequalifying.

## Telequalifying

Telequalifying gathers the preliminary intelligence that results in a successful sale. By utilizing Cerida to perform such needed functions as qualifying inbound responses to marketing programs and executing targeted outbound qualifying campaigns, you can free up your sales force to perform their most important function, closing the deal. Using proven inquiry tactics, our motivated telequalifying reps are adept at nurturing the interest level of leads until they become A-level prospects.

## Direct Sales Channel

These trained telesales reps take over the sales cycle of a given program from beginning to end. Say you've targeted an entirely new market where you've had no prior sales activity, or perhaps you want to expand overall market penetration without sacrificing your current sales force, that's the perfect opportunity to call on our direct sales channel unit. Working for your company as a dedicated team independent of your in-house sales organization, they can move your qualified prospects forward through the selling cycle and mine the untapped potential of new revenue streams.

## Cerida and Team Selling

When your organization needs a cost-effective sales model for selling sophisticated technology, team selling is often the solution. Team selling programs directly generate revenue as well as qualified business opportunities for your organization. Where our clients have a field sales force, our trained telesales representatives

work along with that channel. All our team-selling professionals are team players with strong selling skills, and proven territory and account management expertise.

**“Net Reps are trained for, and apply new internet and e-commerce strategies to advance the sales process.”**



## Net Reps

Our Net Reps can be used in all four programs as a way of applying new internet strategies to advance the sales process. These fully networked teleprofessionals can relieve your field sales organization of all the sales steps that can be handled on the web using sophisticated visual collaboration software to move the sales process along. This allows your senior field sales force to use their face-to-face meeting time with a prospect working through the details of a complex buying strategy, rather than doing company presentations or product demos.

www.cerida.com

- ④ Long-term Strategic Partnering
- ④ Response Management
- ④ Technology Support for Sophisticated Applications
  - Database/sales force automation support
  - Closed Loop Reporting for 'cradle to grave' lead tracking
- ④ Website Implementation of "The Button"
- ④ TeleWeb Visual Collaboration
- ④ Virtual Seminars
- ④ Strategic Services
  - Market Validation Program (MVP)
  - Sales Model Development