

SALES PIPELINE DEVELOPMENT SERVICES

C-Level Connections delivers professional B2B metrics-driven appointment setting, lead generation, lead nurturing, and sales pipeline analysis services that guarantee your sales professionals will meet with qualified decision makers and your management team will receive valuable information regarding their sales initiatives and pipeline.

C-Level Connections becomes an extension of your sales and marketing organizations through all steps of your sales pipeline, enabling your sales professionals to become 20 – 30% more efficient. They no longer spend valuable time finding qualified leads, cold calling, sending introductory emails and setting up appointments.

For all projects, you are assigned a seasoned team leader and a dedicated inside sales team that works with you and your sales professionals to ensure that every phase of the project is delivered per your specifications. We develop customized, customer-centric email templates, talking points, and insightful questions that accurately capture your message and protect your brand.

PRE-SALES LAUNCH PROGRAM

C-Level Connections' Pre-Sales Launch Program provides insight into your go-to-market profile when launching or expanding sales initiatives of a new or existing service or product offering to a new or existing market or distribution network. We quickly assess the effectiveness of sales messaging, lead lists and the accuracy of targeted decision maker's titles, all with the end goal of setting qualified appointments.

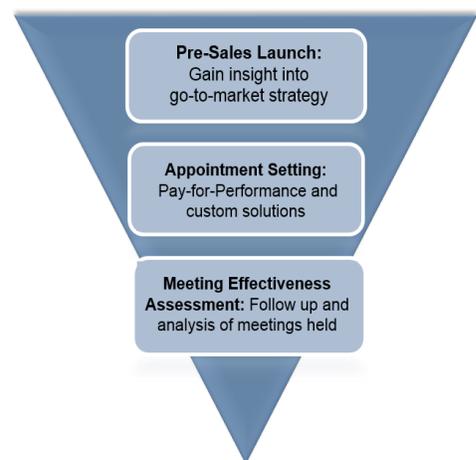
Our inside sales/telesales team reaches out to over a thousand leads via phone and email to set qualified appointments for your sales professionals. Trained on your solutions, we identify, qualify, and set appointments with targeted decision makers and influencers. All discussions and meetings are logged to further define your target market and messaging. You receive a detailed weekly report summarizing all activity.

The Pre-Sales Launch program saves your sales and marketing teams' resources by ensuring you are targeting the right market with the right message, before they spend their valuable time and money on unproductive cold calls and marketing programs.

The program provides:

- Insight into and definition of prospective target decision maker, product offering, messaging and lead lists
- Creation and adjustment of lead lists, email templates, and scripts
- Reach out to over a thousand targeted decision makers and influencers via phone and follow-up email during a 21 day program
- Weekly meetings/reports to assess progress, update criteria and report on findings
- Final report of findings, disposition of prospects contacted, and recommendations for moving forward

C-Level Connections Services



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APPOINTMENT SETTING PROGRAM

C-Level Connections' inside sales/telesales team sets qualified appointments for your sales professionals. Trained on your solutions, we identify, qualify, and set appointments with targeted decision makers and influencers. This program guarantees your sales professionals will meet with qualified decision makers and influencers. All meetings are monitored and rated and all correspondence is logged. You will receive a detailed weekly report summarizing all activity.

Our appointment setting programs enable your sales professionals to become 20 – 30% more efficient. They no longer spend valuable time finding qualified leads, cold calling, sending introductory emails and setting up appointments.

A customized meeting package is created that targets a set number of meetings each month based on your specific sales and meeting goals. You also have the flexibility to choose among a variety of meeting types, including in-person or phone meetings, webinar or product demonstrations, and event follow up meetings.

The program provides:

- Qualified meetings for your sales professionals based on your defined criteria of decision maker's/influencer's titles, revenue size and industry type
- Creation of lead lists, email templates, and scripts
- Weekly meetings/reports to assess progress against plan objectives, sales team travel plans, roadblocks/issues, prospect discussion and meeting results
- Pay-for-performance and custom appointment setting solutions

SALES MEETING EFFECTIVENESS PROGRAM

C-Level Connections' Sales Meeting Effectiveness program enables your sales and management teams to learn valuable information about the disposition of sales meetings and identify reasons that may be affecting the outcome of the meetings.

After the C-Level team receives comprehensive training on your solutions, we circle back with decision makers with whom your sales team have previously met – our goal is to gather insightful information that will help you determine the effectiveness of the meeting and whether the prospect will be moving forward in the sales pipeline. We work with you to create up to 5 interview questions that will help you glean specific information regarding sales personnel, product/services benefits, competitors and the sales presentation or demo.

All correspondence is logged in C-Level's CRM system and provided to you in a monthly report summarizing all activity. In addition, C-Level will update the contact information in your database, advise you of any follow up action required, and schedule appointments with prospects on your behalf when the opportunity arises.

This program provides:

- Calls to previous meeting attendees – scheduled by C-Level or by other means
- 5 pre-determined interview questions to determine if they will be moving forward and why/why not
- Information about possible issues with pricing, personnel, benefits, or sales demos/presentations
- Updated contact information and scheduling of appointments when the opportunity arises
- Monthly analysis and report



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