



Multi Media Opportunity Creation Service

The Requirements:

You need to grow the pipeline or funnel of sales opportunities to allow your sales force to make your growth goals.

To do this means:

- ☑ Your Sales Force being proactive with their own Lead Generation.
- ☑ Deployment of traditional Lead Generation Programs
- ☑ Use of TeleMarketing for lower value sales

In a slow Economy, this also means:

- ☑ Being proactive to create higher value Opportunities with targeted Prospect Executives that exploit the full capability of your Offerings.

PERFORMAX Service Offering

To help meet this last requirement, PERFORMAX will outsource the creation of sales opportunities for you (not TeleMarketing).

A typical Program Profile would involve:

- ☑ Planning the campaign to detail Target Segments, Accounts and the Key Buying Influences (KBI's) who typically buy your offerings
- ☑ Buying or creating Target Lists with addresses and contact info

- ☑ Definition of your Value Propositions for each KBI
- ☑ Creation of a Multi Media Campaign via a variety of Attention Getters, E-Commercials, Letters, other Collaterals, Phone Scripts, Discussion Points, etc.
- ☑ Definition of the stages to be followed in the Campaign and customizing of a Tracking Tool that shows Target List Penetration at any time
- ☑ Executing the Campaign against the targets to create Opportunities in your Target Lists, and capturing these in Handoff Reports for your Sales Force
- ☑ Training your Sales Force how to use the Opportunity Creation Reports
- ☑ General follow up and tuning to ensure the Campaign works.

Other Related Offerings

This Service Offering is part of our Opportunity Planning, Creation and Management Program, that has been used with success in 6 countries.

We can also help you implement your own Opportunity Creation Program, so that you generate consistent, sustainable revenues.

For additional information on this, or other Programs please contact Performax at (561) 775-2140
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