

# FRONTLINE SALES ADVISORS

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## *Lead Generation and Outsourced Sales and Sales Strategy Development Services*

### Overview

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Working on behalf of and at the direction of clients, Frontline Sales Advisors primary objective is to develop and implement specific sales campaigns and sales strategy processes designed to identify new business opportunities and increase sales revenue.

Activities may include:

- Sales campaign review & redesign
- Script development
  - Email
  - Telephone
  - Elevator pitch
- Establish or refine a target market
- Call preparation activities
  - Talking point development
  - Research personas via LinkedIn, Google, etc.
  - Review database/CRM
- Outbound sales prospecting
  - Telephone / cold calling
  - Email
  - Social media
  - Customer marketing calls (conference, trade show, etc.)
  - Follow up
- Connecting with decision makers
- Building strategic relationship
- Appointment setting
- Direct product selling

### Deliverables

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- Weekly call reports
- Identify & qualify interested prospects
- Secure appointments (web, conference call, in-person)
- CRM management
- Increase sales funnel

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### Typical Engagement

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Engagement includes initial review meetings with the company's designated contact(s) in order to assess and gain a better understanding of the industry and the client's overall business environment. This includes analyzing current sales strategies and processes, sales tools, strengths, weaknesses, competition as well as many other key areas. (See questionnaire)

3-month minimum engagement period. Renewable for 3-month periods thereafter and cancellable after 3 months with a 1-month advance notice.

Engagement Levels:

#### Tier 1

- Number of hours / 3-month period – 120 hours\*
- Number of dials/emails/contacts / 3-month period – TBD\*
- Weekly meetings
- Progress/call reports
- Inclusive of sales strategy development activities as noted

#### Tier 2

- Number of hours / 3-month period – 240 hours\*
- Number of dials/emails/contacts / 3-month period – TBD\*
- Weekly meetings
- Progress/call reports
- Inclusive of sales strategy development activities as noted

(\*approximate hours/calls)

### Lead Generation and Outsourced Sales Strategy Outcomes

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Short-term and long-term outcomes of an engagement may include:

- Creation of new market opportunities
- Generating anticipated revenue
- Establishing a foundation & resources for future sales personnel position
- Grow client/prospect database for continued marketing efforts
- Development of a consistent plan of action for company sales efforts