

FOR SOLE PROPRIETORS AND SMALL BUSINESSES

Prospex™

Lead and demand generation

PROGRAM OVERVIEW



**Qualified leads - not names and lists -
provide the spark for a robust
and active sales pipeline.**

Improve close rate and lower sales cost
with a custom mix of traditional, digital
and social marketing.

Prospex™ discovers qualified marketing leads with custom scoring systems.

Establish scoring criteria based on lead demographics, activities and behaviors.

Custom point system is based on a comprehensive empirical profile of your typical customer.

Develop a quantitative scale to quickly evaluate each potential customer.

Lead score determines the likelihood of purchase of all the leads in your pipeline.

Set scoring thresholds to focus appropriate attention at each step of the sales process.

Based on the size of your staff, thresholds trigger specific sales and/or marketing activities.

Avoid wasting sales time and effort on customers not qualified or ready to buy.

Focus on the most qualified leads in your pipeline for immediate return on marketing expenses.

Prospex™ develops qualified sales leads with targeted marketing tactics.

Quickly generate detailed contact data for every potential buyer in your market.

From event attendance lists to on-line “listening”, leads are quickly qualified to enter pipeline.

Determine what topics and current issues influence buying decisions.

Personal, professional and market activities all affect why, what and when a lead is ready to buy.

Build a detailed schedule and actionable calendar for effective inbound and outbound marketing.

Talk to your potential buyers through their preferred communication method(s).

Reach out to leads through omni-channel engagements that get to the heart of the buying experience.

Start building a relationship before any sales process is initiated.

Prospex™ delivers buyers with programmatic sales engagement.

Structure sales activity based on lead actions

- Re-route leads to staff members best suited to quickly determine prospect viability.
- Set guidelines for appropriate timing of selling activities based on lead action or in-action.
- Ensure leads are controlled throughout the qualifying process.

Prepare sales engagement processes

- Determine best selling style based on prospects interactions and personality.
- Prepare approved messaging and cross-selling sales activities.
- Develop boundaries for pricing, discounts, bulk purchases and special offers.

Measure and evaluate

- Develop easy access and update methods for tracking all sales activities.
- Use quantitative data to determine effectiveness of all interactions in the pipeline.
- Establish reporting intervals and process adjustment schedules.