

Program Overview

Sales Optimization Services

What are the SOS Programs?

The Sales Optimization Services are automated marketing and sales programs that qualify and nurture prospects to maximize sales performance.

How can the SOS programs help my company?

There are two key business perspectives where the SOS programs can greatly increase the effectiveness of sales teams: (Manufacturer/Distributor & Commercial Printer)

1) Manufacturer or Distributor's Perspective:

In a product manufacturer or distributor environment the SOS can extend the reach and effectiveness of an In-field or Tele-based direct sales team. The program that accomplishes this goal is known as the **Virtual Account Manager**.

The Virtual Account Manager:

The Virtual Account Manager program combines the latest Web-based technologies, creative content and best of class sales methodology to deliver an automated account portal designed to extend a company's customer experience into accounts that represent an important revenue stream, but may not justify onsite direct sales interaction on a regular basis. It is also designed to be a powerful lead generation engine that ensures expensive sales resources are engaged with the proper accounts at the proper time. No more costly cold calls or valuable marketing leads left unattended.

The demand on direct sales resources is greater than ever:

- As companies strive to grow their profitability, direct sales teams have come under increased pressure to reduce costs. Many companies have made major cuts in their direct sales coverage and require a much higher level of revenue per headcount than in the past. The business pressure to reduce the cost of sales is at an all time high and is a trend which is expected to continue. This dynamic has created a situation where companies and sales people need to make critical choices as to where they spend their time and resources. As a result, many companies are experiencing a gap in their account coverage strategy which leaves valuable revenue streams vulnerable to competition.
- With the high cost of sales resources and heightened competition, cold calling and direct prospecting are a thing of the past.

The bottom line:

Companies must find a way to focus their direct sales resources on the highest revenue and profit opportunity while continuing to provide a superior customer experience to every client. The result is that companies are faced with major “Go to Market” issues:

- Given the competitive nature of the market along with increasing pressures on price and margins, dedicating field sales resources to cover the lower tier of a company’s account base may be unrealistic.
- Leaving any segment of a company’s revenue base open to the competition is unacceptable.
- The average direct sales professional needs to generate over \$2,000,000.00 of new revenue in order to justify their cost.
- Face to face sales time is a golden resource: The top professionals only have between 20 to 25 hrs. per week, with the national average being around 15 hours per week.
- With only a very limited time available the opportunity costs of a sales professional can easily exceed \$2,000.00 per hour.

The Solution:

Build an account coverage strategy that offers every client a sense of connection with your company and engages the proper sales resources when needed.

2) The Commercial Printer Perspective:

One of the largest obstacles for commercial printers to investing in new technology is “Time to Profitability”; the printer needs to believe that there will be sufficient business savings or revenue to cover the monthly payment on the new investment or they won’t sign the contract.

Also true is that commercial printers are often ineffective marketers. Even though current customers represent a large potential market for the new efficiencies and applications, the printer likely does not have the tools, talents or experience necessary to tap that potential. Those same deficiencies make it unlikely that the printer will attract (m)any new customers and grow market share.

The foundational benefit of the SOS program for a Printing Company is to give them a tool that de-risks the transaction and provides a means of generating revenue more quickly and more cost-effectively than otherwise possible.

Benefits to the Printer:

The SOS program provides the printer with a “lights out” solution to marketing their capabilities and a shortened path to generating revenue with their new investment. The SOS program uses leading-edge marketing tools and techniques to generate more revenue, faster and at a lower cost than the printer could otherwise achieve. Using the service dramatically reduces time to profitability versus going it alone.

As part of the SOS program, an experienced marketing team will design marketing programs, develop creative content and execute lead generation tactics on the printer’s behalf. The program will provide highly qualified, sales-ready leads to the printer’s sales team, allowing the printer to do what he does best: produce printed pages.

Conclusion:

The key elements of both SOS programs are:

- They employ the latest methods in cross media marketing and solution sales techniques to offer clients a lead generation engine and the guidance to turn hot leads into closed sales.
- They provide clients with access to experienced Marketing, Sales, Creative and IT resources dedicated to helping grow their revenue.
- Each SOS program is priced at a level that equals only a fraction of the cost and time that would be required by the client to do it themselves, resulting in the client experiencing “Extreme Value” from the MMI programs.