

## FACTSHEET

Your business at a glance



### What you do

#### Help sales teams book more meetings with targeted leads

- Set up & manage servers dedicated to running email campaigns
- Design, write, automate & run their campaigns
- Monitor & refine campaigns to improve results over time
- Fill up reps' calendars with hot leads

**Services:** Email Consulting • Email Marketing • Email Servers

### What customers want



- More people responding to their emails
- More reps (or owners) waking up to a calendar filled with quality sales calls
- An always filled pipeline of qualified leads
- For reps to spend time closing—not prospecting
- Predictable revenue knowing how many leads they'll attract each month
- Know what they're getting for what they're paying
- Know what to send, when and what results to expect for their emails
- For marketers making more decisions based on data—not hunch

### Your ideal customer

Owners, leaders & reps • B2B • Small to medium biz • 1-50 employees • \$2M-\$10M annual revenues • Men 80% • Want more sales • Private companies • Ages 40-55 (boomers & gen x)

### What customers experience

#### At the root...

Too many small-to-medium sized, B2B businesses struggle keeping their pipeline full of quality leads



#### More...

- Struggle running email campaigns that generate too few quality leads
- Sending emails that generate too few open, reads & clicks
- Reps hate doing prospecting—so they don't
- Lack in-house expertise to design, write & run campaigns themselves
- Spent big bucks before but got poor results—yet again
- Worried they'll be flagged as spammers by Mailchimp and the like
- Reps are waiting for hot leads to magically appear

### What customers feel



- Skeptical this will work because they've been burned before
- Overwhelmed with all their digital marketing choices
- Frustrated hearing about reps not getting enough quality leads
- Worried they'll waste money emailing poor-quality leads
- Confused what to do next to scale their email marketing

### Your company pitch

*"Too many small-to-medium sized, B2B businesses struggle keeping their pipeline full of quality leads. We create, run & build their email campaigns to fill reps' calendars with hot leads. So they can convert more leads into paying clients—month-after-month."*

### Why you



- 10+ years doing email marketing for B2B
- Team of experts to: source leads, manage domains & run campaigns
- More people opening, reading & responding to emails—consistently
- Let us run everything, or not—you've got options
- Emails doing prospecting—so reps don't have to
- Servers dedicated—to just emails
- Using data to continuously define & refine—everything

### How to use your factsheet

**Show empathy & authority** when communicating to your leads. Use in your email responses. Write a post around a problem. Use in your sales calls. **Include your pitch line everywhere**—when writing & speaking. In emails, web page footers, pitch decks, and other marketing materials

### How customers will flourish

- Send more emails people respond to
- Close more sales
- Book more meetings with more leads
- Make sales goals month-after-month
- Keep your brand image intact
- A simple, clear, repeatable approach to grow sales
- Know their reps are talking with more highly-qualified leads
- Have more time to work on other projects that bring in more \$\$\$
- Sleep peacefully knowing they're doing marketing right

