INDUSTRIAL OUTSOURCED PROSPECTING AND APPOINTMENT SETTING SOLUTIONS

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ABOUT SALESLEADS

WHO WE ARE

Our Outsourced Prospecting service is a turn-key addition to your existing sales and marketing teams. We bring the people, process, technology, and data to turbocharge your outbound sales motion and sales prospecting efforts, so your internal team can focus on qualified SalesLeads with an identified need.
OUR MISSION

SalesLeads’ sole focus is to help industrial suppliers to find new customers and efficiently grow revenue.

“We’ve tried other strategies, but did not have the success we have had with SaleLeads...They have become an extension of our sales team” — FORKLIFT DEALER (President, Denver CO)
**SALES & MARKETING FUNNEL**

**LEAD GENERATION**
Process of identifying, attracting, and nurturing new potential business or clients

**LEAD**
An individual who indicates interest in our clients’ products or services

**QUALIFIED LEADS**
Deeply engaged contact with a defined need and purchase authority worthy of a direct by our customer’s sales team

**PROSPECT / VISITOR**
- Digital Advertising, Pay-Per-Click, Email Marketing, SEO, and Social

**LEAD**
- Inbound Call, Website, Trade Show, New/Existing Database, 3rd Party Source, Target Account

**QUALIFIED LEAD**
- Lead Follow-Up & Management, Outbound Calling & Email, Drip Campaigns, Appointment Setting

**OPPORTUNITY**
- Follow-Up, Engage, & Quote

**CUSTOMER**
HOW IT WORKS – OUR PROCESS

01 IDENTIFY TARGET
Whether your goal is to target new accounts and decision makers within untapped verticals, pursue specific net-new logos, or further penetrate additional stakeholders within existing accounts, we can help. We collaborate with you to define your targets, and provide the data needed to begin efficiently pursuing.

02 ENGAGE DECISION MAKERS
We use multiple touch-points to engage with your ideal decision makers at your target accounts, including calls, email, social media outreach, and display targeting.

03 QUALIFY NEEDS & OPPORTUNITY
We qualify opportunities based on your criteria, including technical fit, budget, timeframe, authority and pain, and clear next steps before we pass to your sales team.

04 NURTURE
Not every prospect is going to be immediately ready to talk with your sales team. We aggressively work the hot short-term prospects, and methodically nurture the rest of the leads until sufficiently qualified until they are ready to advance the sales process.

05 HAND OFF
Once an opportunity to qualified, we schedule the next steps for your sales team to engage, close, and serve. We hunt for new clients, then get out of the way so you have the direct relationship with the customer.
BUSINESS DEVELOPMENT MANAGER

We strive to sync with your brand and process to appear to be just like we are on staff at your company. We mimic your email domain, signature, messaging, caller ID, etc, and use your sales materials.

It's like scaling your outbound sales motion without having to figure out the hiring, processes, management, training, technology and data

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### PIPELINE PROCESS

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RESULTS DRIVEN APPROACH

POSITION
YOUR CORE SERVICES

QUALIFY
BASED ON YOUR NEEDS

CLOSE/NEXT STEPS
THE HANDOFF

QUANTIFY
TO YOUR SPECIFICATIONS

CLOSE

POSSITION
INTRODUCE
PURPOSE
AWARNESS

QUALIFY
SPEAK W/ DECISION MAKER
IDENTIFY NEEDS
POSITION PRODUCT
GATHER MARKET INTEL

QUANTIFY
BUDGET
AUTHORITY
NEED
TIMEFRAME

CONFIRM NEXT STEPS TO ADVANCE SALES PROCESS
SITE VISIT, FACE-TO-FACE MEETING, CONFERENCE CALLS, ETC.
WHO WE WORK WITH

INDUSTRIAL DISTRIBUTORS

ENGINEERING & CONSULTING FIRMS

SERVICE PROVIDERS
ROAD MAP TO SUCCESSFUL PARTNERSHIP

1. DEFINE
   - Kickoff Meeting

2. DEVELOP
   - Program Development & Build-out

3. REVIEW
   - Team Workshops, Training & Campaign Overview

4. EXECUTE
   - Disciplined Approach to Program Enactment

5. COMMUNICATE
   - Ongoing Performance Dialogue (Daily, Weekly, Monthly)

6. REPORT
   - Review, Analysis & Adjustment
CLIENT TESTIMONIALS

"SalesLeads is a way to get more qualified leads to our outside teams...the business development reps they have are talented and experienced."

MATERIAL HANDLING EQUIPMENT DISTRIBUTOR
MARKETING DIRECTOR – DALLAS, TX

"SalesLeads helps us to filter out our inbound and trade show leads, ask qualifying questions, so we can get more sales ready, qualified leads from our marketing efforts...It's a much better use of our time."

SECONDARY PACKAGING EQUIPMENT MFR.
VP SALES – ALEXANDRIA, MN

"SalesLeads gets us in with the right decision makers from a target account list...In the past, we've always relied on businesses coming to us, until SalesLeads."

COMPRESSED AIR SYSTEMS
SALES MANAGER – MACON, GA
Since 1959, we have been helping our clients throughout North America to identify companies that are planning CapEx projects at their manufacturing, processing, and distribution facilities throughout North America.

Our Industrial Market Intelligence platform enables sales reps, business development teams, marketing leaders to focus resources on the right accounts at the ideal time; when they have an impending need.