



The Result Source

Generating Sales Results!

Strategic Sales Development and Appointment-Setting Services Overview

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Company Overview:

The Result Source specializes in creating customized sales development programs in the business-to-business marketplace that maximize closing ratios and profitability. Our experience is primarily in the technology and professional service industries.

The Result Source is focused on solving the cold-calling, business development challenge that companies face. Through our proven methodology and experience, we generate new revenues for the company by providing an integrated marketing approach.

The Challenge:

Sales executives spend valuable time prospecting and qualifying potential leads instead of being in front of customers presenting, negotiating and closing sales.

All businesses must have a steady supply of qualified leads in order to grow its business. Studies have shown that 35% of the leads a sales team generates are not properly qualified and up to 70% of a sales team's time is spent qualifying, profiling and creating desire to get to that first meeting.

Is there a better way to get your expensive sales resources in front of the customer more often?

How can you better utilize your marketing dollars that directly link to a sales outcome?

The Result Source Solution:

The Result Source improves the process of generating quality sales prospects. Our proven methodology gets results due to our:

- Tightly structured process
- Well-profiled, scrubbed database (size, industry, location, etc.)
- Telephone and email scripting expertise
- Value proposition positioning (pains, needs and desires)
- Commitment to professionalism, courtesy and friendliness as we represent your company

The Result Source not only provides companies with a full sales funnel, we also provide companies with valuable market intelligence. Each qualification call results in information about the issues that clients are facing in the market today, regardless if they decide to move to the next step with your company or not.



The Result Source Competitive Advantage:

1. Experience

The Result Source are experts at building rapport with senior decision-makers and identifying if they have a need that matches your solution. Our seasoned team will design a lead generation program for you that generates results!

2. Integrated marketing program

Our lead generation campaigns involve multi-touch communications. We integrate direct mail, email and telephone contact into our campaigns to build interest, trust and credibility.

3. Tie-in to your existing CRM system

The Result Source uses Salesforce.com for management of their lead campaigns. Reporting from Salesforce.com is available in many formats to integrate with any system that you are using.

4. Privacy and Security

The Result Source takes all precaution to follow current PIPEDA and privacy rules for email marketing. We hold your customer information in a secure environment in our CRM system. We also make daily back-ups onto our servers in order to always have secure access to your data.

5. Validation of the Market

Before we spend your valuable time and money, The Result Source will conduct a test of the effectiveness of your value proposition, sales materials and sales approaches with some of your friendly clients. This ensures that we are targeting the right message for our market. The Result Source will make real-time adjustments to update the process in order to optimize our results.

6. Proven Processes

Using our proprietary qualification and follow-up processes, we are able to provide highly qualified leads who are willing to engage in the sales cycle. The success of our qualification is based on our sales templates that we create using our unique SPIN selling model for tele-sales.

7. Quality Assurance – Guaranteed, Measurable, Accountable Results

Quality is our top priority. If we are to represent you, we must do so accurately and professionally. To do so we undergo training on your product / service to ensure that we understand your business and objectives. We believe in continuous process improvement. Each week during our sales calls, we discuss what is working and what is not working. We make adjustments and review them at the next sales call. We are committed to being effective. We provide detailed Reporting for Effective Management. We provide weekly reports that look at call lengths, call volume, call to appointment ratios, etc.

8. Fast, Flexible and Reliable

The Result Source jumps through hoops to give our clients world-class service. Customer service is our #1 priority. We respond quickly and reliably when you need help managing new campaigns and projects.

9. Follow-up with clients on an ongoing basis

We make sure that we look out for the best interests of our clients. We always follow-up with potential leads through our tasks and appointments reminders. Your clients requests for follow-up never slip through the cracks.



Relationship Marketing: Winning the War

- ✦ The National Sales Executive Association has conducted a survey on how many sales you can get depending on how many times you contact your prospects. Their statistics show that most sales are made from the 5th contact through the 12th contact. Here is the data they have compiled about on which prospect contact the sale is made.
- ✦ Cumulative:
 - 2% of sales are made on the 1st contact (2% cumulative)
 - 3% of sales are made on the 2nd contact (5% cumulative)
 - 5% of sales are made on the 3rd contact (10% cumulative)
 - 10% of sales are made on the 4th contact (20% cumulative)
 - 80% of sales are made on the 5th-12th contact (100% cumulative)
- ✦ With these statistics in mind, structure the mix of your calls to maximize success. The first calls require 50 attempts to succeed while fourth contact calls require only 10 attempts to succeed.

Follow-through drives results.



The Business Case for Outsourced Lead Generation:

To outsource or hire-in?

Internal Employee Costs:

1. Salary
2. Benefits
3. Training
4. CRM System
5. Office Overhead
6. Development of Materials
7. Management
8. Reporting Time

PROS:	CONS:
Control	Management Time to set-up
Dedicated effort	Must develop process in-house
Both technical and Business Knowledge gained	Ongoing support required
	No guaranteed results

The Result Source



The Result Source - Outsourced Cost:

1. Set-up Fee
2. Monthly Fee (or Appointment Fee)
3. Back-End Commission on Sales

PROS:	CONS:
Guaranteed Results	Business Knowledge vs. Technical Knowledge
Cost Effective (Scalable, Reliable, Flexible)	
Proven Processes	
Quality Control	
Training and Management	
Reporting	
CRM Systems in Place	



Return on Investment Analysis:

ROI Analysis	Company XYZ	Your Company
Annual Cost of Program:	\$57,600	
Monthly Cost of Program:	\$4,800	
Set-up Cost:	\$3,000	
Revenue of Sales Required to get ROI:	\$1,000,000	
Average Sale:	\$100,000	
Close Ratio:	20%	
Annual Number of Sales needed to meet revenue objectives:	10	
Annual Number of Opportunities needed to meet revenue objectives:	$10/20\% = 50$	
Quarterly Number of Opportunities needed to meet revenue objectives:	12.5	



Sales Development Process

The Result Source Opportunity Generation Process:

Lead Generation

Phase 1 – Name Collection and Importing Leads into Database
Unqualified leads generated from trade shows, advertising, directories, etc, are given to the Sales Development Department for follow-up and evaluation.

Phase 2 – Confirmed Name

Leads identified as “not known” are investigated by the Sales Development Department

Phase 3 – Disqualified – No Potential

After analyzing the prospect’s current situation, the prospect is disqualified based on defined criteria. No further action.

Phase 4 – Qualified – No Current Need

After analyzing the prospect’s current situation, the prospect is qualified as an opportunity but there is no current need. The prospect is managed with education and follow-up until such time as a need arises.

Opportunity Generation

Phase 5 – Qualified – Future Need

After analyzing the prospect’s current situation, the prospect is qualified as an opportunity and there is a future need within the next 12 months. The prospect is managed with education and follow-up until the need becomes immediate. Appointments are set with prospects where there is a future need in order to build relationship.

Phase 6 – Qualified – Immediate Need

After analyzing the prospect’s current situation, the prospect is qualified as an opportunity with immediate potential. An appointment is set and the prospect is passed over to a sales representative. A lead report is generated and sent to sales representative before appointment. Appointment is confirmed by The Result Source.

Client Sales Process:

Client Consultation

Phase 7 – Specific Needs Confirmed

Prospect has discussed needs and is ready to start working towards a solution.

Phase 8 – Solution Developed

A solution is presented to prospect.

Negotiating and Closing

Phase 9 – Solution Accepted

A solution has been agreed upon.

Phase 10 – Solution Implemented

Sale has been approved and the implementation phase begins.