

TARGETED Business Development

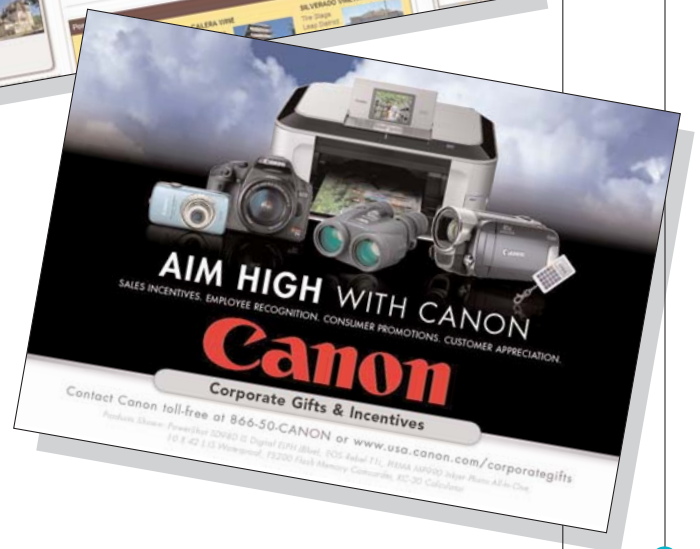
Integrated, multi-touch sales and marketing campaigns targeted precisely to the prospects most likely to buy.

▶ Your company can significantly reduce the cost of sales and marketing by targeting your efforts at your best prospects. Selling Communications Inc. (SCI) specializes in providing targeted, integrated, permission-based sales and marketing strategies that help you:

- Identify the strategies, unique selling propositions, industries, companies and decision-makers who can deliver the desired results.
- Precisely identify and build your database of best prospects by industry, company, size, and titles.
- Support your effort with the best possible message and sales tools, including Web sites, PDFs, and presentations.
- Build a relationship with your prospects over time through effective communications.
- Telephone your prospects to get appointments and continually update your database.

▶ **The results include:**

- Immediate business opportunities for your team.
- More opportunities for the coming year.
- A database of qualified prospects you can cost efficiently target over time.



The Steps to SALES SUCCESS



Strategy

SCI starts by understanding your business, its objectives, opportunities, and unique benefits. We build a strategy based on branding your business and stimulating your sales as precisely as possible, so that you don't pay to reach people who will never buy. Every program begins with clear-cut, attainable goals everybody feels comfortable with. SCI looks at all of the factors that could affect the success of your program, including: company history, management strengths, weaknesses, opportunities, challenges, competition, distribution, employees, and more. This assessment helps us determine precisely which message and tactics to use in order to have the best chances of achieving your goals.

Identifying Your Precise Database

Success depends upon building the best database possible. SCI is able to do provide databases with a precision that used to be unaffordable to most organizations. Through our joint venture with Global Prospecting Services in India, SCI can precisely identify decision-makers at almost every level and almost every industry, using well-trained researchers who search Web sites and make telephone calls to find decision makers. Our skilled teams can even provide e-mail addresses.

Developing the Right Sales Tools

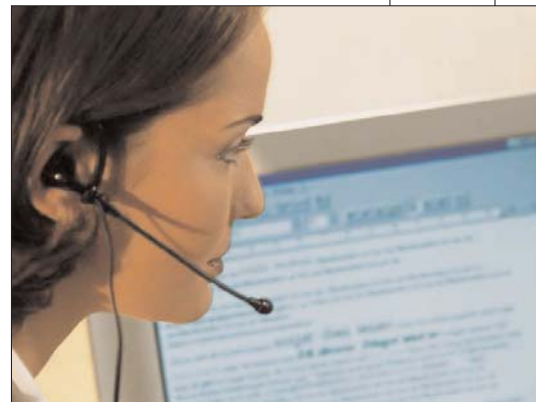
Our skilled creative team combines communications with strategy to get your message across quickly and with clear benefits to your audience. Based on the

strategic plan, and on your budget, we provide everything you need to soften up your prospects for the sale:

- Web sites • PDFs • Decks • Blogs

Telephone Sales for Lead Generation

SCI provides boutique business-to-business telephone sales to generate sales opportunities for your team as well as long-term sales opportunities. Most of our team have over 10 years experience with a wide range of companies and industries.



Marketing Communications to Build Trust

Profit from your database by building better relationships with your audience through ongoing informative e-mail newsletters, Webinars, social-networking, blogs, and public relations that we can deploy on a turnkey basis customized precisely to your business.

Measurement to Satisfy the CFO

By building a database of serious prospects, you can precisely measure your results over time based on the list you develop.

SELLING COMMUNICATIONS
INC.

