

## UNCOVER Leads & Revenue Opportunities BOOST Lead Quality, Quantity & ROI



Intelliiverse Managed Sales & Marketing Services helps you take your business to the next level by delivering qualified prospects and decision makers directly to your sales team.

Maximize your opportunities and reach- without the hassle & expense of:

- Buying & managing a marketing automation system
- Hiring & training an inside sales team

## MANAGED MARKETING AUTOMATION

**Gain an edge with a customized marketing automation program developed specifically for your company. Extend your marketing reach with a demand generation engine- one that's fully managed- with the 'hands-on approach' you need.**



- ▶ Intelliiverse works with your marketing team to create the messaging plan
- ▶ Intelliiverse creates email and landing page templates
- ▶ Intelliiverse administers the email program on your behalf
- ▶ Leads are tracked and scored based on activities such as opening an email, clicking on a link in the email, or visiting your website
- ▶ Scores are written to your CRM and used to prioritize sales efforts

## MANAGED INSIDE SALES

- ▶ Intelliiverse qualifies leads for your sales team to close
- ▶ Expand your pipeline without expanding your internal resources
- ▶ U.S.-based Sales Agents with at least 2 years B2B sales experience
- ▶ Sales Agents are 100% dedicated to a single client
- ▶ Complete Transparency- 24/7 access to all campaign data
- ▶ Benefit from Intelliiverse's 60 years of sales leadership

## Managed Marketing

- ▶ Marketing Automation
- ▶ Batch Email Campaigns
- ▶ Track clicks, opens, website
- ▶ Lead Scoring
- ▶ Landing Pages
- ▶ Prospect List Cleanup
- ▶ CRM Integration

## Managed Sales

- ▶ Lead Generation
- ▶ Cold Calling
- ▶ Appointment Setting
- ▶ Inside Sales
- ▶ Meeting Confirmation
- ▶ Website Response
- ▶ Meeting Confirmation

Connecting Businesses to Customers...

## CAMPAIGN OVERVIEW

Your Intelliverse Managed Sales & Marketing campaign begins with a conference call between your team and Intelliverse. This is referred to as the Blueprint meeting. The purpose is to ensure that our team fully understands your product, industry and services.

It is our commitment to keep you fully engaged throughout the campaign. Intelliverse is adamant about open lines of communication. We endeavour to offer proven technology and internal processes to our clients. Our management team is continually refining and honing our methodology to present our clients with a best practice outcome.



BLUEPRINT

**WHO:** You and Your Intelliverse Account Team

**WHEN:** 1-5 days after signing an Intelliverse Agreement

**WHY:** To introduce You to Your Account Team and to ensure we fully understand the expectations for your campaign

**WHAT:** Kick-off call within first 2 days, completion of the Blueprint Form detailing your value proposition, target audience and logistics of your sales team



IMPLEMENTATION

**WHO:** You and Your Intelliverse Account Team

**WHEN:** 1-2 weeks after Blueprint is complete

**WHY:** Convert the Blueprint into a live, lead generation campaign

**WHAT:** Create your dialing script, train your dedicated calling associate, conduct role-playing calls between you and the calling associate, assemble the list of leads to be contacted & train you how to use the Intelliverse client portal



CAMPAIGN REVIEW

**WHO:** You and Your Dedicated Intelliverse Account Manager

**WHEN:** Weekly

**WHY:** Confirm your campaign is meeting your objectives and expectations

**WHAT:** Review weekly activity reports of dials, connections and appointments. Discuss improvements that can be made to your campaign

Let your sales team focus on what they do best –  
CLOSE – instead of FIND leads.

## ABOUT INTELLIVERSE®

Intelliverse® is a global leader in sales accelerated enterprise software and managed services. The Company's patent-pending Sales Acceleration software makes outside and inside sales teams more effective. Lead Generation and Marketing Automation Managed Services enable businesses to focus on closing sales by relying on Intelliverse for upper funnel activities, such as appointment setting and lead qualification. Intelliverse has been delivering reliable, scalable and flexible services for three decades. Helping our customers beat their sales and revenue goals inspires us to continually explore the most innovative solutions and remain relevant. Coincidentally, it also helps our customers fall and stay in love with our solutions.

