



Challenge:

You've got widely marketable services and products, but limited budget dollars force you to make difficult choices among valuable marketing avenues. How do you get in front and stay in front of the right audience everywhere you'd like to be?

Solution:

Build your campaigns around Sales Technologies' scalable, affordable Four Pillars™ system.

Level The Playing Field Common Problems The Sales Technologies Approach

Sales Technologies brings new methods and modular, scalable marketing solutions to micro and small businesses capable of meeting increased client acquisition rates – less the daunting price tag.

Easily implemented and flexible, our Four Pillars™ method integrates traditional and e-marketing strategies, placing particular emphasis on capturing revenue and quantifiable ROI determinations.

Choose to self-manage by utilizing point and click functionality or take advantage of Sales Technologies' affordable "at will" maintenance options.

Whatever the choice, we'll make sure that your marketing dollars buy more than advertising or lead generation channels – we'll deliver revenue, profitably.

A new economy business implements an aggressive opt-in email and banner ad campaign designed to attract click-throughs to the company's web site. The campaign generates forecasted visitors, but qualified leads and captured revenues remain soft.

An independent financial services firm uses inexpensive telemarketing and person-person tactics to gain new clients. The firm would like to expand its marketing options but remains restrained by strict budget limitations and time allocation shortcomings.

A regional classified concern seeks to bolster renewals and expand market through online registering. The company lacks a web site and places ads the same way it has for the last 30 years. The company's executive places a small, inflexible budget towards any potential new marketing "experiments."

What's your business' integrated marketing strategy?

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An analysis shows that the company has been spending close to \$10.00/click through to its website and, despite \$1000s spent on search engine placements and opt in email leasing, the firm possesses virtually no specific prospect data.

For about the same cost, Sales Technologies develops specific prospect knowledge through our RightSource™ Data and Ghost Marketing™ channels followed up by Informarketing™ and Conditioning to maximize return. Long term, this method is about 300% more effective.

An analysis reveals that the company should continue its low cost telemarketing services, but change the nature of its scripted calls to entice prospects to participate in an authoritative opt-in marketing system.

Sales Technologies develops an Informarketing™ campaign that the two partners can easily employ while telemarketing, complete with non-technical templates and point and click functionality. The new system delivers a 5-fold increase in usable prospect data and establishes the firm as an authority center in a highly regulated, consumer wary industry.

An analysis shows that this company would need to spend sizeable sums to fully integrate its systems to an online environment, something the company is unwilling to entertain.

Sales Technologies helps defray initial capital expense through our unique revenue sharing option, building an online classified portal for the company within our shared risk model. Complete with automated fulfillment and renewal functions, opt in email marketing abilities, search capabilities, product categorization, online payment systems, back end management, and more – the company stands to improve revenues and profits by up to 300%.

Take advantage of Sales Technologies' Four Pillars marketing systems. From simple to complex, local to global – we'll get you noticed, profitably.



The Revenue Delivery People