



INITIAL CALL PROVIDES BUSINESS SERVICES FOR EVERY STAGE OF A COMPANY LIFECYCLE. WE HAVE PROVEN PROCESSES AND BEST PRACTICES THAT CAN BENEFIT ALL BUSINESSES.

BUSINESS INCUBATION

We routinely assist young businesses in the proof-of-concept, seed, early, and start-up phases of development.

OUR SERVICES INCLUDE:

- *Business and “To-Market” Plan Evaluation* — providing feedback on the preliminary sales plan or helping to develop one
- *Due Diligence Calling* — leveraging our network and conducting informal research on the validity of the offering and/or to-market plan
- *Sales Metrics Validation* — performing a defined amount of trial sales calling to determine prospect receptiveness and establish metrics on the effort required to engage cold targets

SALES OPERATIONS

We understand the value of a CRM database and are expert with Salesforce.com.

OUR SERVICES INCLUDE:

- *CRM Implementation and Consulting* — facilitating adoption of a Customer Relationship Management database through training and customization
- *Data Scrubbing* — implementing data management best practices, establishing parent-child account relationships, and de-duplicating leads, accounts, and contacts

BUSINESS DEVELOPMENT

We provide the expertise and manpower to uncover opportunities for businesses looking to increase sales.

OUR SERVICES INCLUDE:

- *Sales Assessment* — reviewing your current processes and coaching in areas for improvement
- *Sales Calling* — prospecting into target accounts and scheduling qualified sales meetings and/or closing sales
- *Survey Work* — calling and interviewing contacts to gain key intelligence

SALES STAFFING

We understand that our clients may choose to bring a sales position in house or might need only sporadic event support.

OUR SERVICES INCLUDE:

- *Sales Employee Placement* — sourcing great talent for hire
- *Trade Show Support* — increasing ROI on events by maximizing your time at the show with scheduled prospect meetings and/or promptly following up on leads after the show