



How Strategic Sales and Marketing Compares to Other Vendors...

Consider the following:	SSM	Other Vendors
1. Includes contact list development services at no extra charge from Dun & Brad Street and others national databases	✓	?
2. No cost script development services	✓	?
3. Provides real time program management dashboard	✓	?
4. Lead are developed by having three marketing touch points with each decision maker	✓	?
5. Client collaboration with early stage leads	✓	?
6. Email alerts when early stage leads are developed	✓	?
7. US based tele-sales team	✓	?
8. Expertise in contacting decision makers at the C & V level	✓	?
9. On going program management	✓	?
10. Program run by staff people not outsourced	✓	?
11. Program sales coaching provided at no charge	✓	?
12. Script and list diagnostics done in real time	✓	?
13. No Set Up or Start Up Fee	✓	?
14. Mature tele-sales reps with average age 35-45 years old	✓	?
15. Solution sell strategy used to generate leads	✓	?
16. Captures emails as a part of lead generation process	✓	?
17. Live silent monitoring of tele-sale agents	✓	?
18 Experienced low turnover management team	✓	?



STRATEGIC
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RELIABLE - PREDICTABLE - CONSISTENT

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