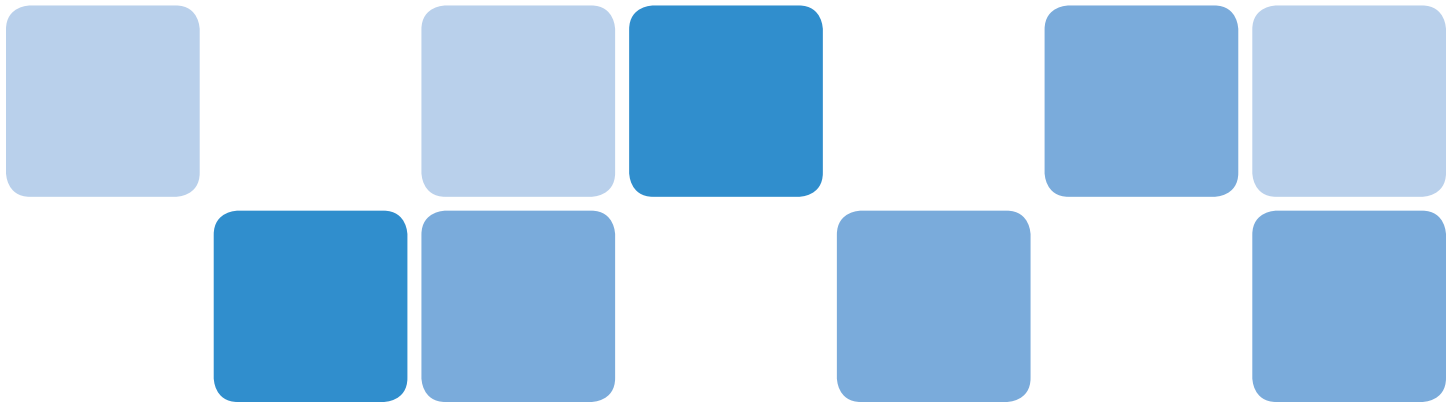


THE SCIENCE OF PROSPECTING & QUALIFICATION 

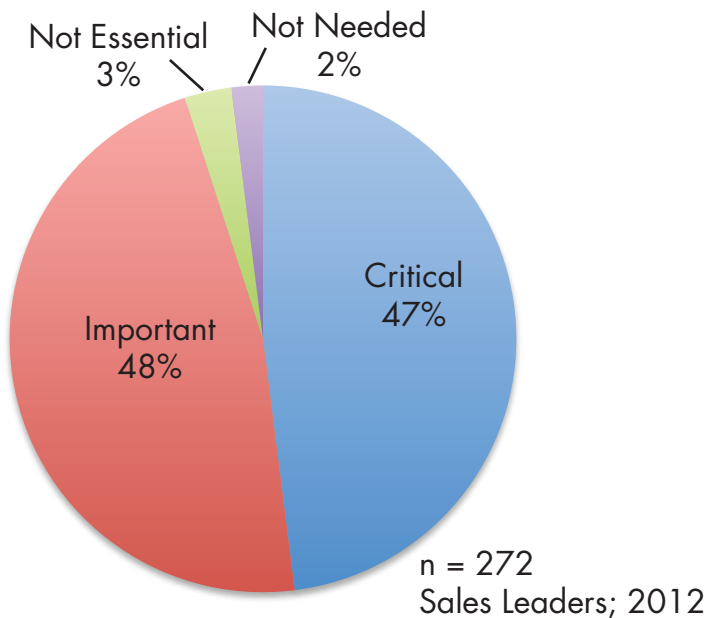


VORSIGHT
START HERE. END WITH RESULTS.

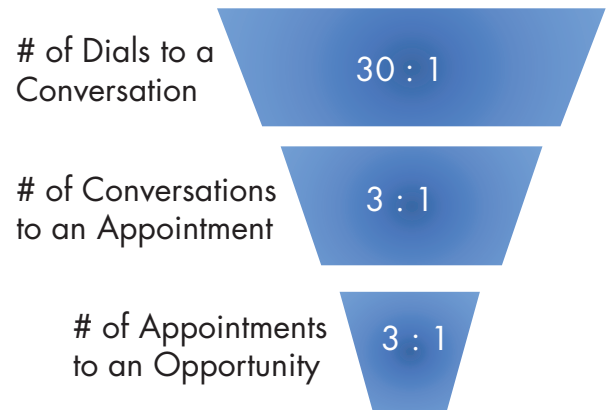


The following statistics come from research conducted by Vorsight and partners through surveys, polls, and internal data on thousands of appointments and millions of emails and dials.

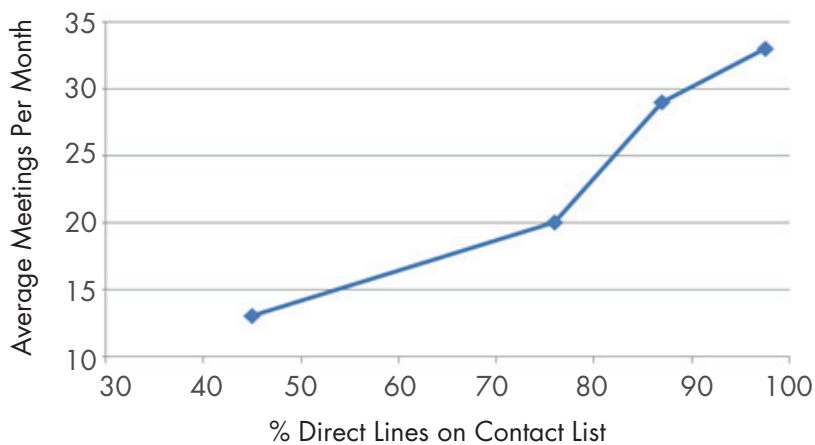
How important is prospecting and lead qualification to your sales organization?



Teleprospecting Funnel



The Power of Direct Lines

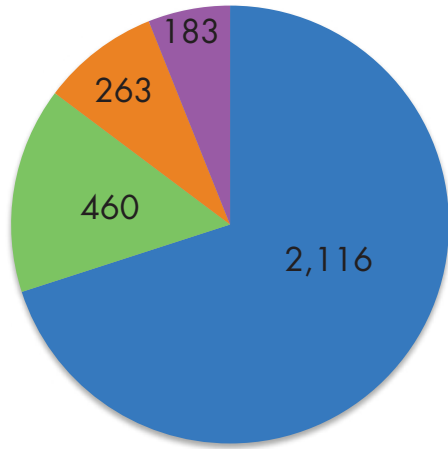


More Stats...

- » If you reference a common group on LinkedIn you are **70%** more likely to get the appointment.
- » For every **12 personalized emails** you send to different prospects, you get **1 appointment**.
- » When dialing a list of **direct lines**, it takes **12 dials** to **connect with 1 prospect**.
- » When dialing a list of **switchboard numbers**, it takes **20 dials** to **connect with 1 prospect**.
- » When dialing a list of direct lines, it takes **5 minutes** to connect with 1 prospect vs. **24 minutes** when dialing through switchboards.

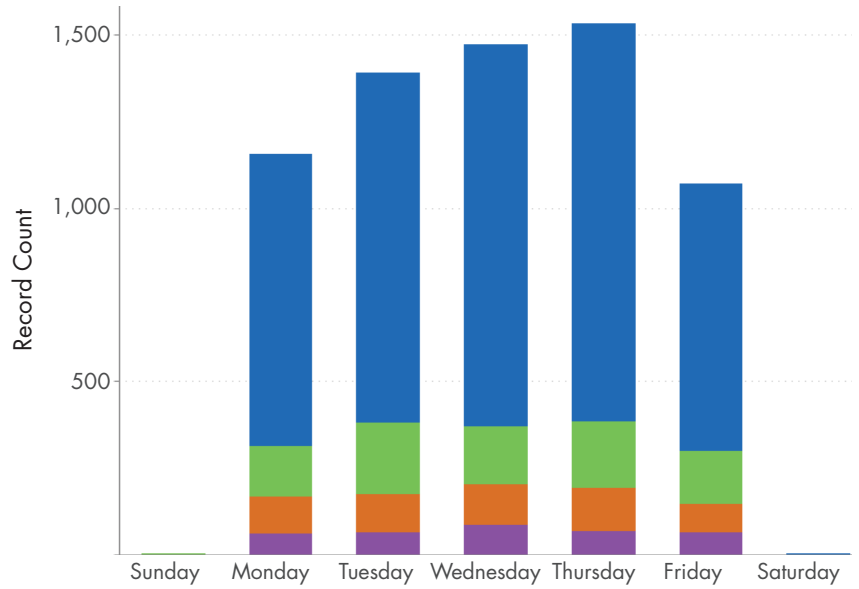


How Appointments are Scheduled

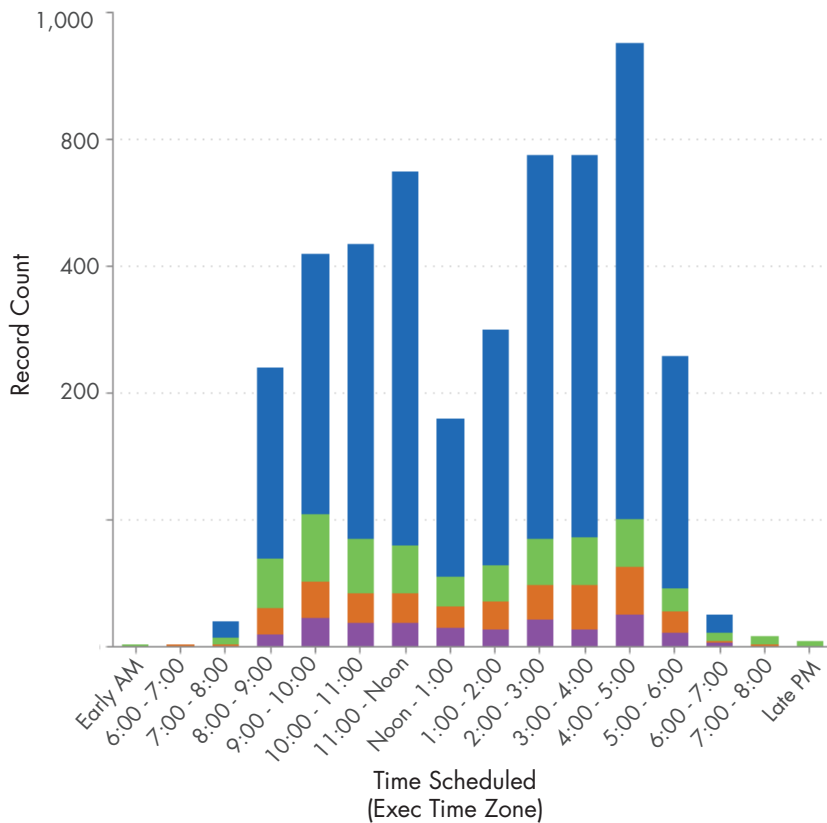


- Live Conversation
- Email
- Conversation & Email
- Exec Call Back

Day of Week Scheduled



When Scheduled



1. Meeting Scheduling - Outsource the first half of the sales cycle to us; our team of 30 in-house experts will schedule meetings for you with decision makers at your target accounts directly on your calendar.

- **Finding Buyers:** We identify the executives most interested in your value proposition to maximize volume and quality of meetings.
- **Messaging:** We streamline your marketing message into captivating talking points that cut through vendor static to create top of mind demand.
- **Objection Handling:** We overcome objections in the right way to secure meetings.
- **Delivery:** We deliver your message in the most compelling way possible - through conversations to learn the needs of your prospects to provide your sales team qualified meetings.
- **Professional Persistence:** We leverage persistence as a positive driver for building business relationships.
- **Data Management:** We organize and analyze data to get the maximum benefit from calling time and measure metrics to track effectiveness.

2. Sales Prospecting Training - Tactical sales training specifically for the first half of the sales process - getting you in the door. Awarded Best Sales Training by the AA-ISP in 2010, 2011, & 2012.

Needs Assessment: Vorsight assesses your needs/goals and then tailors the training to meet these objectives.

Pre Training: Vorsight evaluates your current sales process before implementing new techniques.

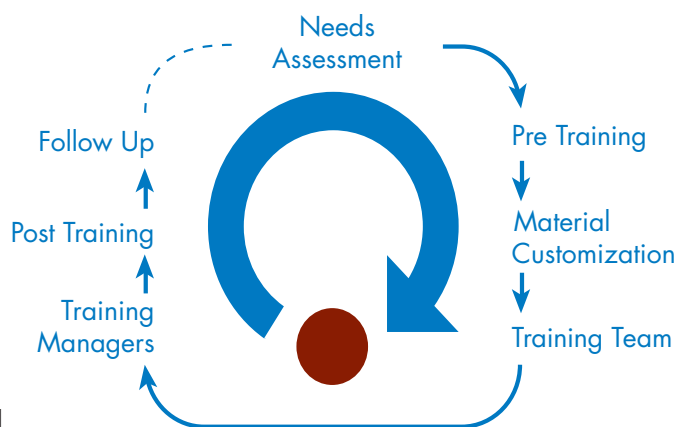
Material Customization: Our trainers use different tools and tactics depending on your needs.

Training Team: Our trainers teach your team prospecting tactics that work in the field today with our award-winning training featuring live calling on speakerphone & an interactive workbook.

Training Managers: Vorsight coaches managers to get the most from their sales teams.

Post Training: Our trainers revisit your team to evaluate and reinforce the training and make any necessary adjustments to the methods used.

Follow Up: After the previously mentioned stages are complete, our trainers check up on your progress and provide additional coaching and training for continued success.



3. Inside Sales Consulting - When clients need an overall strategy to build a turnkey prospecting & qualification team, Vorsight utilizes best practices and expertise to hire, train, and develop inside sales reps and managers through the right combination of (DEPT)^T - DNA, Environment, Performance Self-Management, Technology, & Training.

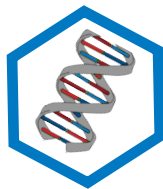
Technology

- CRM system
- Dialers
- Sales Intelligence
- Phone Systems
- Call Recording



DNA of Person

- Talents
- Tendencies
- Assessments



Environment

- Culture
- Comp Plan
- Motivation
- Office



Training to Mastery

- Reinforcement
- Coaching
- Celebration



Performance Self-Management

- Activity Metrics Tracking
- Inspecting KPIs
- Performance Reviews/1-1s

