

Why Partner with Sales Renewal to Grow Your Revenue?

JOINTSOURCING BY THE NUMBERS

We create

1 SALES MACHINE

The optimum business strategies, marketing and sales programs and technologies needed to grow your revenue

During the

3 STEPS TO A SALES MACHINE

- **Design** - 1 to 4 weeks
- **Build** - 2 to 12 weeks
- **Run** - 1 year contract

Built from

7 CUSTOMIZABLE MARKETING AND SALES PROGRAMS

1. Web Marketing
2. Content Marketing
3. Community Marketing
4. Customer Marketing
5. Paid Marketing
6. In-Person Marketing
7. Strategy, Branding, Analytics

Because if you had the time, staff and expertise required, this is how you would do it.

Sales Renewal is a Marketing and Sales General Contractor that grows its clients' sales while sharing the risk & reward. We call this breakthrough JointSourcing ("joint venture" + "outsourcing") and it offers two truly unique benefits:

Delivers what your business needs to grow while saving you time and providing a single party you can hold to account.

JointSourcing lets you outsource all the day-to-day marketing and technology work that increases your business revenue, while we report to you weekly/monthly/quarterly and share a portion of the rewards and risks (similar to a joint venture).

Soup-to-Nuts: As a General Contractor, we assemble, integrate and manage all the strategic, marketing & sales, and technology people, services and tools you need to grow sales.

No silos: With our comprehensive, integrated approach, there are no narrow silos of functionality, knowledge is shared across programs, there's no finger pointing and you have a single accountable party.

A business model where the best way for Sales Renewal to grow our revenue is to cost effectively grow yours.

Shared risk/reward: There's no billable hour mentality or "throw money at the problem" solutions with JointSourcing, because its shared risk/reward model fundamentally aligns our and our client's economic interests.

Pay-for-performance: We earn a commission percentage on the sales we generate. We contribute that same percentage towards big ticket expenses like advertising and direct mail.

Bottom line: The commission motivates us to grow sales but the expense sharing motivates us to grow them cost effectively. The result is a trusted, expert partner continuously working to get the most bang for our mutual bucks.



JOINT SOURCING

CONTENT MARKETING



Get found by prospects, retain customers and grow sales with targeted, actionable information

- **Content Creation** - blogging, collateral, videos
- **Content Distribution** - off- and on-line



WEB MARKETING

Get found by prospects, retain customers, and grow sales with a strong web presence

- **Website, Mobile, e-Commerce**
- **Search Engine Optimization (SEO)**
- **Listings** - your business listed on other sites
- **Reviews Management** - on your site, Yelp, Manta
- **Local Marketing** - for geographically focused firms

COMMUNITY MARKETING



Support sales efforts by building relationships with prospects, customers and their friends through online communities

- **Social Media** - content for your networks and growing your networks
- **Public Relations** - free media, press releases and community outreach

STRATEGY, BRANDING, ANALYTICS



Continuously optimize strategy, maximize marketing ROI, leverage cross-channel marketing

- **Strategy and Planning**
- **Program Management and Reporting**
- **Analytics** - web, phone
- **Technology** - development, support, hosting

CUSTOMER MARKETING



Stay involved with existing customers to retain, cross-sell and upsell

- **Informational Newsletters** - electronic, print
- **Promotional Newsletters** - electronic, print
- **Loyalty Programs**

PAID MARKETING



Generate leads and sales by placing your sales messages in front of targeted audiences

- **Advertising** - online, print
- **Direct Mail** - electronic, print
- **Telemarketing**

IN-PERSON MARKETING



Find and close prospects through direct and indirect channels

- **Trade Shows**
- **Events**
- **Partnerships/Business Development/Channels**