SalesRenewal

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 Mrketing
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.

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JointSourcing

Web Marketing
Get found by prospects, retain customers, 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)

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)

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 network)
- ☑ Public Relations (free media, press releases and community outreach)

Strategy, Branding and 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 up-sell

- ☑ Informational Newsletters (electronic, print)
- ☑ Promotional Newsletters (electronic, print)
- ☑ Loyalty Programs

In-Person Marketing
Find and close prospects through direct and indirect channels

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

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

- ☑ Advertising (online, print)
- ☑ Direct mail (electronic, print)
- ☑ Telemarketing

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