



## Your Outsourced Inside Sales Department

SalesRoads is a strategic sales outsourcing company that helps B2B companies accelerate their sales and generate positive ROI by generating qualified appointments.

### What you get when you hire SalesRoads to manage your campaigns:

- ✓ A fully staffed team that includes SDRs, a Sales Director, a Sales Coordinator, Quality Assurance, Reporting, and Data Management personnel.
- ✓ A US based workforce averaging 14 years' experience in appointment setting, cold calling and sales. All SDRs are SalesRoads employees permanently assigned to your campaign.
- ✓ A **2 hour "Kick Off" Meeting** focused on generating profitable results quickly.
- ✓ **Carefully constructed campaigns** designed over a 24-day period to generate qualified appointments that lead to positive ROI.
- ✓ **Customized campaigns** based on your specific wants and needs.
- ✓ **Full integration into your existing processes**, from lead scoring and nurturing to real-time CRM integrations.
- ✓ A **disciplined roll-out** that identifies and fixes roadblocks within your sales or internal infrastructure or within your sales funnel that may be impacting your pipeline.
- ✓ A customized **Demand Generation Playbook** that serves as a strategic road map for your campaign.
- ✓ An **updated Target Prospect List** of contacts built by our dedicated Research and Data Department and replenished on a monthly basis throughout the campaign.
- ✓ A partner named one of the Best Places To Work four years in a row. We recruit the best talent and maintain the lowest retention rates in the industry.
- ✓ A dedicated Account Coordinator that oversees the day-to-day management, coaching, call review and motivation critical to a successful long-term campaign.
- ✓ Direct input into comprehensive role plays that prepare SDRs before they go live on the phones.
- ✓ Metric-based reporting on a weekly basis that provides you with full transparency about your campaign.

### What the typical appointment setting agency offers:

- ✗ Short-term contractors with an average of 2 years or less experience
- ✗ A short phone call to learn about your business requirements
- ✗ Poorly conceived campaigns pulled together in less than a week
- ✗ A "cookie cutter" one-size fits all approach
- ✗ No integration into your process, forcing you to integrate into their systems
- ✗ No process for overcoming obstacles in your existing sales approach
- ✗ No strategy for a successful campaign
- ✗ An obsolete list that needs to be "cleansed" before SDRs can begin working
- ✗ A generic call center that doesn't recognize workforce performance
- ✗ Limited day-to-day oversight over SDR performance
- ✗ Limited role play with no client participation
- ✗ Limited transparency into SDR activity
- ✗ No input into which SDRs are assigned to your campaign

Experience the SalesRoads Difference  
**Call us toll-free at 1-800-836-4033**

