



TSR Sales Accelerator Suite of Solutions

Technology Sales Resource provides high tech firms with access to its proven suite of sales solutions – each of which represents the most effective and most sought-after resources. Our goal is simple...help you build a strong sales pipeline and incremental revenue. We craft customized solutions that encompass strategic and tactical sales and marketing services most firms seek. Select any of our service offerings to learn how these services can help improve your bottom line

Our Suite of Solutions Include:

WHAT OUR CLIENTS SAY...

Marketing Campaigns

"I really appreciate your "hands on" approach and especially appreciate your reporting of results. This campaign is an integral part of our five year business plan and, with your efforts, we can all look forward to a prosperous future."

Strong Results

"They work closely...in driving new business campaigns for the partners. This has resulted in an extremely high ROI ... the Partners are pleased with the incremental sales."

CALL TO LEARN MORE

Call our sales team today at 877.639.7252 or visit www.tsrweb.com to learn how our suite of services can bring incremental sales opportunities to your organization.

Technology Sales Resource Interactive

3 Progress Place
Voorhees, NJ 08043
Phone: 877.639.7252
www.tsrweb.com

- ✚ **Outbound Telesales** – Our experienced IT sales team can handle your prospecting and qualification process by calling out on your behalf. TSR can provide a regular stream of new lead opportunities, focusing on the IT solution or campaign you select
- ✚ **Inbound Call Support** – In this age of high tech, high touch is still an essential part of the sales process. Rather than losing customer inquiries to voice mail, TSR offers an inbound call support center, where your overflow or campaign calls are forwarded to experienced and qualified telesales representatives. Integrating with your existing phone system, or by using a custom toll-free number, TSR offers a seamless integration to ensure qualified contacts are given immediate assistance
- ✚ **Appointment Accelerator** – TSR offers a comprehensive marketing strategy that combines telephone/internet research, direct mail, incentive marketing and telesales services. The objective of the hybrid strategy is to get the client the maximum number of appointments with qualified prospects from the targeted companies. Working with lists ranging from 75 to 300 target companies, this approach yields the maximum number of appointments, ideal when targeting a new geographic region or helping new sales personnel build a pipeline
- ✚ **Direct Mail** – TSR can execute an outbound direct mail campaign, either as an independent resource or as part of a comprehensive lead generation program. Ideal for firms with limited internal marketing resources, TSR's creative team can help design all facets of a marketing campaign and execute distribution ranging from campaign text, web content, promotional giveaways and calls to action
- ✚ **Sales Training** – We design and deliver sales-focused training programs, helping to give your team the tactical skills they need to improve daily performance. TSR's programs focus on making the salesperson a successful "personal selling machine," including skills as time management, prospecting and qualifying new opportunities
- ✚ **Special Event Planning** – Strategically designed events can help partners generate new business by identifying pain points and issues their target customers are currently facing. TSR can handle all facets of event planning and trade show exhibits, from event selection, promotions, entertainment, registrations and travel accommodations. TSR can advise you to craft a target event to help yield new sales opportunities.
- ✚ **Sales Automation**– Using our custom, web-based sales and marketing solution, TRACK on IT, you can track leads in real time throughout the sales cycle, from demand generation to lead closure. The easy-to-use web-based application creates a single point of reference for your business intelligence, accessible 24x7 to your entire team, including call center reps, remote salespeople and channel partners
- ✚ **Intelligent Sales Data** – The foundation for any successful sales campaign is accurate and up-to-date data. In addition to accessing information from a variety of outside sources, TSR maintains its own database of contacts and target companies – the result of years of outbound calling to IT executives nationwide. Before executing any campaign, TSR can advise you on generating the most effective base of contacts for your efforts

