



# Sales Solutions For Today's Economy

In a very competitive business environment, attracting and retaining clients requires an efficient proactive sales process. TSRI helps clients cultivate long-term new client relationships to build a predictable revenue pipeline for incremental growth.

Our process enables salespeople to more accurately predict the outcome and time frame to close a deal, referencing both anecdotal and quantitative milestones in the sales cycle. Our Customer Relationship Management solutions enhance sales, forecasting, marketing and customer support.

With over 50 years of combined experience in technology sales among multiple verticals, TSRI's consulting team can develop strategic business partnerships to expand sales opportunities within your channel. Unlike partnerships developed solely for publicity purposes, TSRI nurtures such relationships with strong expectations, partner training and ongoing account maintenance to meet planned objectives.

## An Array of Services to Meet Your Sales Needs

Our diverse team of sales and marketing experts has been successful in providing tactical solutions that impact the bottom line. Having worked across many verticals, including high tech, education, finance, biotech, healthcare, legal and government, we can customize a solution that meets your objective while often reducing your capital investment in staffing and miscellaneous resources.

Consulting projects are customized for the particular needs of each client, structuring length and scope of work to achieve mutually agreed objectives. Engagements are structured on an hourly basis charged against a monthly retainer, starting at \$5,000.

Among the services we provide:

- **Sales Consulting** – Including sales management, sales team recruiting, executive review and due diligence assessments
- **Business Development** – Including channel marketing development, partnership, OEM, retail and reseller opportunities
- **Sales Force Automation** – Providing customization, installation, training, data integration and maintenance for our custom sales solution, TRACKonIT®
- **Marketing/Public Relations** – Our creative team can provide a one-stop outlet for all of your creative needs, including website development, marketing collateral, public relations, advertising specialties and trade show/special event planning.

## How to Learn More

Call our sales team today at 877.639.7252 or visit [www.tsrweb.com](http://www.tsrweb.com) to learn how our array of sales consulting services can bring added results to your organization.

## Sample Consulting Assignments

### Due Diligence/Sales Review

A senior member of our team will visit with your field sales staff, review sales forecasts, examine short and long-term goals, and create a report that details the strengths and weaknesses of your organization. In addition, the report presents an action plan to give you step-by-step proactive measures to enhance your sales efforts.

### Sales Process Implementation

For firms whose sales team lacks regimented forecasting and reporting, TSRI helps integrate proven processing selling techniques into their day-to-day activities. During the engagement, our consultant(s) will help develop weekly sales forecasting with improved accuracy, provide support to turn cold leads into stronger opportunities, and re-organize your sales team to maximize their time utilization skills.

### Quota and Compensation Plans

Our team takes a no-nonsense look at your existing quotas and comp plans, helping to develop a new, more cost-effective solution that gives your sales team the incentive to remain aggressive and build incremental business.

### Channel Sales

With access to our large network of resellers and distributors, TSRI can help create or expand your firm's channel sales program, helping to bring about new sales opportunities without having to hire massive sales teams.



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