

wavelength

Services

Sales Support Programs and Tactics

Sales and marketing integration. When done correctly, results include measurable impact on market share and often, profitability.

But sales and marketing integration is difficult to achieve. Sales professionals are busy and sometimes reluctant to stop long enough to receive marketing messages, regardless of the impact on sales effectiveness.

Integration is difficult for marketing teams who are often stretched to the max with external communication.

Communicating brand value propositions to internal audiences is often a secondary priority.

Thanks to the economy, integration is more important than ever. Customers are demanding “more value” in addition to applying price pressure. Smart marketers know that arming sales professionals with value-oriented, customer-centric information helps protect existing customer relationships and cultivate new prospects.

Integrating sales and marketing is key. How can you bring two busy teams together? With communication tactics that use the sales team’s preferred reception method and are easy for marketing to manage and deploy.

WavelengthB2B has been helping companies improve communication between sales and marketing for years.

We create custom communications programs that help deliver relevant, valuable information in a format that sales will use. We can drive new customer acquisition, account penetration – or both – through ongoing communications programs. The result is internal and external alignment for greater overall impact.

Improve your company’s ability to support sales and you’ll see measurable results.

- Company-specific Smart Phone Sales Apps
- Sales meeting communications support
- Communications programs that help increase sales-force effectiveness
- Custom sales support programs
- Demand generation strategies that deliver quality leads
- Account penetration strategies that drive sales through existing relationships

Learn more at www.wavelengthb2b.com or call Jennifer Peterson at 717.823.6939.

Using Marketing to Support Sales:

**APPLIED EDUCATIONAL
SYSTEMS, INC.**

**EZ School
Registration**

FESTO

JLG

savvy counsel
relevant creative
measurable results

We put them to work for you.



savvy counsel



relevant creative



measurable results

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Recent Sales Support Programs

Festo Corporation Annual Sales Conference

Objective: Create event theme and dynamic presentations for sales and executive management team for Annual Sales Conference.

Results: Effectively communicated corporate goals and deployed new product launch strategy.



Xerox Sales Representative Communications Initiative from SRC Solutions, Inc.

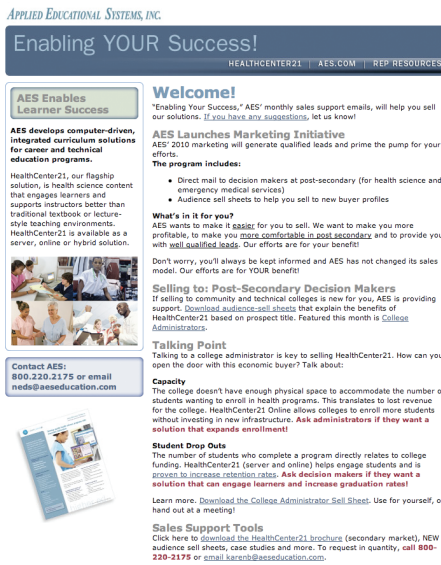
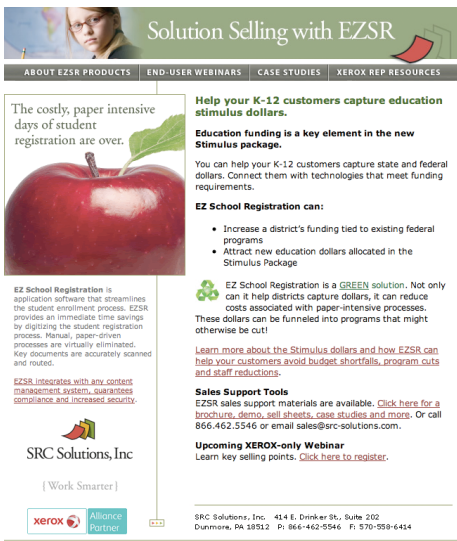
Objective: Provide product information to national sales team to drive sales of new product. Measure of success is the Xerox rep access of information provided. (Due to length of sales cycle, measuring sales was not our year-one rating.)

Results: 30% of education-market Xerox sales reps routinely used SRC's content to support EZSR product sales.

Applied Educational Systems Independent Sales Representative Communications Initiative

Objective: Educate Independent Sales Representatives about AES' new product in support of new market entry. Provide sales tips and audience information designed to overcome objections and gain appointments.

Results: The new sales support program was utilized by 60% of the ISRs within the first quarter of deployment.



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