

## YOUR BEST LEADS DESERVE THE BEST CARE

All leads are not created equal. A telemarketing firm that can burn through a list of thousands with a canned script may not have the professionalism or know-how to nurture your most promising prospects, your “A-list” leads. When it comes to the people at the top, the VPs and C-level executives who make the decisions on high-value, strategic purchases, every touch can make the difference between a big sale and a big flop. And you may have to engage them dozens of times before you get what you want. You have the product, service and leads, but do you have the time, people and processes in place to be successful?

Why not outsource your lead management to NAVAJO?

### NAVAJO's approach

- **Domain knowledge.** Nothing kills a strategic sale faster than a telemarketer reading from a script. Whether the goal is to sign up attendees for a technical webinar or get an appointment for a live demo, NAVAJO sales representatives understand—and can discuss intelligently—your product or service.
- **Professionalism.** First impressions matter. Regardless of who contacts the potential customer or what method is used, that contact represents your entire company—and determines the course of the future relationship with that lead. NAVAJO brings its commitment to excellence to your most demanding lead management problems.

- **Thorough planning and execution.** NAVAJO works with you to develop a complete sales flow plan before the first contact is made. During the course of the program, we provide constant feedback and results reporting to keep you informed.

### Services for lead management

Successful lead management takes more than phone calls, it requires strategy, smarts and determination. We bring that energy to your program with:

- **Program design.** We assess your needs, evaluate your current lists, then design a program to move your marketing efforts forward—fast!
- **Database setup.** Our IT professionals work “hand-in-glove” with you to provide secure, reliable and convenient access to a wide range of data services supporting your lead management project.
- **Lead qualification.** Using the most cost-effective and professional methods and media, we contact the leads on your list to update both interest and contact information.
- **Program execution.** Whether getting attendees for a regional seminar or leads for a trial program, we can execute an effective program that gets results.



*"We lobbied to switch from last year's firm, because our marketing team preferred to work with NAVAJO."*

— Karen Ross, IBM Data Management, Content Manager Marketing

## Benefits of NAVAJO lead management programs

- **Faster time to market.** NAVAJO can work to tight time schedules. In one case, a Fortune 500 company handed us their A-list and a mandate to enroll 30 high-level executives for a full-day seminar—in four weeks! The result? The event was oversubscribed.
- **Consistent, compelling interactions.** NAVAJO develops a persuasive sales pitch for your target audience. Then our marketing specialists deliver the message, expertly and consistently, to make the best possible case—and get prospects to say "Yes."
- **Ongoing lead management.** Your lead database is in a constant state of change. New leads must be qualified, existing leads updated, obsolete ones purged. When NAVAJO manages your leads, you can focus on what you do best: selling your products and services to highly qualified prospects.

## Why NAVAJO?

- **Experienced.** NAVAJO is battle-tested, with proven results providing lead management services for clients of all sizes.
- **Knowledgeable.** NAVAJO has expertise in high technology, including enterprise software, networking, integrated circuits and more.
- **Capable.** NAVAJO can create an integrated program to provide the other parts of your program, from event graphics and collateral to multimedia presentations.

To learn more about how NAVAJO's lead management services can open doors for your organization, please contact us at: 408 957 3800.



## Yes, we can do that!

- Case studies
- Collateral
- Corporate & custom publishing, including articles and newsletters
- Event & lead management
- Graphics
- Marketing strategy
- Mobile marketing strategy
- PR
- Presentations (including PowerPoint, Flash, and Podcasts)
- Social media programs
- Tradeshows
- Training
- Videos (including VidCast™ Service)
- Website design, development (including SEM & SEO), and mobile website development

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