

Just The Facts: Solving the Century-old Sales Dilemma



AWARENESS

INTEREST

DESIRE

ACTION

Converting prospects into buying customers

Sales and marketing professionals are noticing a trend: the selling game is changing. Making a sale is more dependent on the procurement cycle of the prospect than on the traditional sales cycle.

Up until a few years ago, marketing and sales relied on the AIDA model: awareness leads to interest; interest leads to desire; desire leads to a buy action.

AIDA is a sequential process. Recent research is unveiling that today's buyers change their patterns and mental state in a more fluid, complex manner than AIDA has led us to believe. Where AIDA is falling short in the sales environment is that it takes the view that the sales person—instead of the buyer—has the most control in the process.

Today, we need to know where our prospects are in their procurement cycle, and how to track them down and stay in touch with them. If you have a medium- to long-term sales cycle, your sales professionals are probably running into a challenge tracking where their various prospects are and responding effectively to them in their procurement cycles.

Building an opportunity pipeline

Circumference Technology Services, Inc. has a solution. We accurately track and record prospect activity to forecast when they are likely to buy. We call this an opportunity pipeline. It's a very efficient business-to-business (B2B) tool and we offer our business development expertise to companies that have a medium or long sales cycle; for example, four to 14 months.

By way of a proven approach, we proactively reach out to your prospects in a precise and timely fashion. The approach nurtures prospects until they are ready to be introduced to a company's sales professional as a sales-ready opportunity. Plus, instead of dropping something on the sales person's desk on a Friday afternoon and calling it an opportunity, they will have seen the opportunity coming along and be confident in its quality.

Another advantageous application is that of forecasting. You'll be able to predict what your revenue should be over the course of any marketing campaign, be it next quarter or the one after that. With a mature pipeline, you'll actually be able to see the cycle within it. You'll know how many prospects are coming through the pipeline. When you know that, and you have some history and probability, you'll have a real leg up on what is going to close over the approaching quarters. Predictable, sustainable business growth is the goal.

Opportunity pipeline

The highly visual opportunity pipeline accurately reports business development and sales results. A formal nurturing program delivers the metrics needed to monitor the health of an opportunity pipeline—not just the quantity but the quality as well.

How we can help you achieve sustainable, predictable business growth

Procurement professionals are informed buyers. They research their options on the Internet and find everything they need—which makes for a longer procurement cycle. So you need to work within their procurement cycle and nurture them along the way.

B2B prospects don't fold on the first call and make up their mind. To be a success, we are memorable. By making a commitment to your prospect in each discussion, we nurture and move that prospect methodically through the pipeline and that much closer to a decision. We stay with them, and keep providing valuable information to them. This requires discipline, motivation, and enthusiasm. We manage this for you.

How Circumference converts prospects into sales-ready prospects

- We get ahead of your prospects' procurement cycles
- We provide timely information to make sure your organization is in the running for the sale
- We understand that multiple medias are necessary: voice, email, Internet
- We nurture and inform more than one person in the buying organization, educating and gaining a community in-company on your side
- We are the trusted advisor all the way through the procurement cycle

The nurturing process takes a lot of time. It makes good business sense to have business development doing the nurturing, and the sales professionals closing the sales-ready business.

We have the people, the processes, and the technology to enable your sales team to reach and exceed their goals in the year ahead. Circumference offers a seasoned staff of business development professionals with a plethora of industry experience and savvy to help you succeed.

Visit www.circumference.ca today to download the white paper, *Can a Virtual Solution Deliver Sustainable, Predictable Business Growth?*

A turnkey package

Circumference VISA includes:

- Trained, phone-savvy business development professionals
- Program supervisor
- Account manager
- State-of-the-art technology
- International outbound calling
- Dedicated inbound 800 number
- Multi-media capabilities: voice, fax, email

Circumference's state-of-the-art technology

We employ our own proprietary call center and workforce management technology. Our technology imparts a high level of professionalism to the prospects we engage on your behalf, as well as delivers important decision-making data to you:

- Branded integrated voice response (IVR) messages
- Call recording
- Quality monitoring
- Definable wrap-up procedures; for example, update database and send email
- Access to your secure database
- In-depth, real-time reporting

About Circumference Technology Services, Inc.

Circumference deploys customized products and services to address the special needs of small- and mid-size organizations that want to grow their bottom line—not their headcount. Circumference's complementary products and professional services come together to deliver a one-stop solution for sales and marketing, IT, and customer service professionals looking to optimize value from a trusted, single-source partner. Working with you, we make it possible for your organization to leverage professional services and solutions that increase efficiencies and achieve business goals.

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