

Earned value opportunity management

In a formal business development program, prospects are converted from one Level to the next. An opportunity pipeline report demonstrates the value of a formal program in producing a high-quality growing pipeline. Over time, the opportunity pipeline reveals trends significant to the health of a business; for example, sales conversion ratios will help to determine how many prospects are needed at each Level in the opportunity pipeline. The Earned Value Opportunity Management™ (EVOM™) approach by Circumference delivers predictable, sustainable business growth.

Sustainable, predictable business growth

Is one of your goals to achieve sustainable, predictable growth for your B2B business? There is a solution to help sales, marketing, and business development professionals achieve this goal. *Circumference Virtual Inside Sales Assistance (VISA)* is a ready-made inside sales department consisting of skilled business development professionals, proven nurturing processes, and state-of-the-art call center and workforce management technology. Our opportunity pipeline sets us apart from the other solutions you may be investigating. The opportunity pipeline represents control, deep logic, and proven processes that earn value for your organization—delivering the all-vital, big-picture view that is necessary for informed decision making.

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

Figure 1: 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.

2008		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Accounts (Cumulative)													
Total		45	45	52	86	92	92	925	2,361	2,996	3,024	3,086	3,099
Contacts (Cumulative)													
Total		39	39	44	64	72	72	262	1,160	1,612	1,877	2,055	2,064
Opportunities (Cumulative)													
Level 0	Unknown	0	0	0	0	0	0	26	46	951	846	507	465
Level 1	Valid	39	39	44	64	72	72	97	97	591	813	1,208	1,401
Level 2	Not Interested	0	0	3	15	15	15	29	29	99	143	179	191
Level 3	Interested	0	0	2	6	6	16	19	22	88	138	189	224
Level 4	Engaged	0	0	1	1	1	1	6	6	8	10	15	22
Level 5	Need Defined	0	0	0	0	0	0	2	3	3	4	4	4
Level 6	BANT	0	0	0	1	1	1	1	1	4	4	4	8
Level 7	Negotiating	0	0	0	0	0	0	1	1	2	4	3	5
Level 8	Lost	0	0	0	0	0	0	0	0	1	1	2	2
Level 9	Won	0	0	0	0	0	0	1	1	3	3	4	6
Total		39	39	50	87	95	105	182	206	1,750	1,966	2,115	2,358
Activity/Campaigns (Monthly)													
Database Validation		0	0	0	0	0	0	50	22	15	31	11	15
List Generation		0	0	5	20	8	0	100	98	99	78	49	35
Opportunity Calibration		0	0	2	4	0	0	71	50	29	28	25	14
Appointment Setting		0	0	1	0	0	0	7	15	16	9	6	4
Event Registration		0	0	0	0	0	0	0	3	42	0	0	0
Output (Cumulative)													
Valid Leads		0	0	2	6	6	16	19	22	88	138	189	224
Sales Ready Leads		0	0	1	1	1	1	6	6	8	10	15	22
Fully Qualified Leads		0	0	0	1	1	1	1	1	4	4	4	8
Proposals Submitted		0	0	0	0	0	0	1	1	2	4	3	5
Closed Contracts		0	0	0	0	0	0	1	1	3	3	4	6
Before Contracting Circumference After Contracting Circumference													

* This client wins 88% of BANT contacts that Circumference delivers
 ● Analysis: Saturation point; a database should be rented

□ Note: Provide contacts to client who will close the business

Circumference Insights— Just The Facts: Value of the Opportunity Pipeline

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.

www.circumference.ca

We welcome you to contact us

Circumference
3710 Richmond Road, Suite 210
Ottawa, ON
K2H 5B8

Phone: 613-688-2400
Toll Free: 1-877-882-9253
Fax: 613-688-2414

Email: info@circumference.ca