

Circumference Virtual Inside Sales Assistance



Your tailor-made business development department – skilled people, proven processes, state-of-the-art technology

Customized to achieve your business goals

For organizations looking to grow their business, Circumference Virtual Inside Sales Assistance (VISA) may be the answer. Circumference VISA is a ready-made inside sales department consisting of skilled business development professionals, proven prospect-nurturing processes, and state-of-the-art customer relationship management and workforce management technology. By working with you, we can deploy a program customized to achieve your unique business growth goals.

Delivering the high-quality, sales-ready opportunities

Circumference implements a tailor-made virtual operation and manages it on your behalf. We identify your target prospects, engage them, and nurture them – we keep your sales opportunity pipeline in peak condition to help you grow your business. Our business development professionals keep in touch with 600 to 1000 accounts each month.

	2009	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
1	Valid	39	39	44	64	72	72	97	97	591	813	1,208	1,401
2	Not Interested	0	0	3	15	15	15	29	29	99	143	179	191
3	Interested	0	0	2	6	6	16	19	22	88	138	189	224
4	Engaged	0	0	1	1	1	1	6	6	8	10	15	22
5	Need Defined	0	0	0	0	0	0	2	3	3	4	4	4
6	BANT	0	0	0	1	1	1	1	1	4	4	4	8
7	Negotiating	0	0	0	0	0	0	1	1	2	4	3	5
8	Lost	0	0	0	0	0	0	0	0	1	1	2	2
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

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.

Outsourcing offers advantages

Similar to how partnering with a value added reseller (VAR) puts more feet on the street to close sales, partnering with Circumference optimizes the prospect-nurturing process to deliver a larger volume of sales-ready opportunities. Your organization reaps the benefits of a business development department – minus the typical challenges: you need neither increase headcount, nor purchase expensive technology, nor fit-up additional office space.

Customizing communications to build strong relationships with prospects

Circumference uses a proprietary prospect-grading methodology to tailor keep-in-touch communications to every prospect. This ensures communications that are germane to individual prospects, thus building rapport and strong relationships.

A scalable model that grows with your business

Uses for your virtual team will undoubtedly increase with your success. As Circumference learns about your business, we will become an invaluable ally. Our staff, business development expertise, and highly specialized technology scale to accommodate your changing – and growing – business requirements.

Proven, repeatable processes

Our deep domain knowledge is a proprietary business development approach. Our personnel rely on their years of experience and phone savvy to efficiently move prospects through the sales cycle. As well, we use Internet communication technologies extensively to keep in touch with prospects; for example, email, enewsletters, broadcasting, and more. At any point in the cycle, prospects can be transitioned to your internal sales people to continue the sales process.

Securing valuable sales opportunity data

We employ highly specialized tools for business development professionals and managers alike. Applications used by the team complement proven sales operations processes, while serving as a single repository for all of your valuable customer data. Supervisors and managers have on-demand access to monitor results and generate consolidated real-time reports (see figure 1). Because the technology is web-based, you can remotely access your secure database on-demand 24/7.



HOW YOUR ORGANIZATION BENEFITS

Partnering with Circumference enables your organization to grow its business without growing headcount:

- Quickly and easily deploy a virtual team who nurtures the prospects in your sales opportunity pipeline to deliver high-quality, sales-ready opportunities
- Partnering with an experienced company reduces the learning curve to get a nurturing program up and running
- **No capital expenditure** – we own, use, and maintain the specialized technology
- **No headcount increase** – we are responsible for hiring, training, managing, and scheduling your account team
- **No additional facilities** – your virtual staff is located at our facility
- **Improve performance** – add reliability and predictability to your sales processes
- **Visibility and control** – you receive web access to your database within the secure Circumference Data Center enabling you to generate reports on-demand and oversee the progress of all programs
- **Scalability** – there's room to grow as Circumference can run multiple programs simultaneously

Small- to mid-size businesses face numerous hurdles on the path to profitability – Circumference's professional services help clients jump the customer acquisition hurdle and generate revenue. By assuming the role of a client's business development department, Circumference helps clients succeed at achieving their business growth goals. Circumference proactively implements the critical nurturing process that is required to convert prospects into revenue-generating customers over a traditionally long business-to-business (B2B) sales cycle.



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
- Extensive use of multi-media communication technologies to keep in touch with prospects: fax, email, newsletters, broadcasting, and more

Circumference's state-of-the-art technology

We employ our own proprietary customer relationship management 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 call monitoring data
- Definable, automated wrap-up procedures; for example, update database and send email
- Access to your secure database
- In-depth, real-time reporting

Membership has its privileges

Circumference offers special rates to members of OCRI and Ottawa Chamber of Commerce. We also offer exclusive executive workshops on opportunity pipeline management. We welcome the opportunity to discuss how we can benefit your organization. Please call Lee Carey at 613-688-2400 or lcarey@circumference.ca

An affordable prospect-nurturing solution
Circumference VISA is a turnkey solution
for a fixed monthly fee. Contact us to learn
how you can get started today.

Contact Circumference today

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About Circumference Technology Services, Inc.

Circumference deploys customized products and services to address the special needs of independently owned businesses and small- to large-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 businesses looking to optimize value from a trusted, single-source partner. Working with you, we make it possible for you to leverage professional services and solutions that increase efficiencies and achieve business goals.

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