

x2 Sales System

Targets Ideal Prospects
Offers Value at Each Interaction Point
Educates Prospects & Existing Clients
Cuts Time to a Deal by as Much as 25%
Automates Early Stages of Sales Process

Minimizes Reliance on Discounting
Improves Closing Ratios by as Much as 600%
Positions You as the Expert & Logical Conclusion
Establishes Favorable Buying Criteria
Maximizes the Use of Marketing's Interrelationship



Develop Superior Access Vehicle



Capture Lead Data



Automate



Educate



Build Credibility & Trust



Establish Favorable Buying Criteria



Overcome Objections



Close More Business

Optimized Web Presence:

Places your business on Google's map & front pages for relevant keywords to generate more awareness and visibility

Captures contact information so that leads no longer fall through the cracks

Makes it easy for your staff to update content and interact with your prospects and clients



Automated Marketing:

Continues to follow up with prospects long after the typical sales rep has given up

Eliminates lead slippage that often occurs with manual processes and procedures

Helps to reduce common expenses such as travel, lodging, and meals for poorly timed meetings



Strategic Positioning:

Effectively positions your firm as the smart choice by educating prospects how to buy effectively while overcoming objections

Puts your competition on their heels by marketing strategically vs. tactically

Opens more doors to true decision makers which often reduces time to a deal



Outcome Oriented:

Impacts your top and bottom lines so that all stakeholders experience positive results

Balances strategies & tactics to produce tangible sales increases

Reduces risk by minimizing the number of vendors & suppliers in the mix so that you can focus on improving your business instead of sales & marketing

