

Outsource Your Marketing or Sales Functions to Us to Generate Business



Whether you want to assist your existing staff with their efforts, have trouble hiring for marketing or sales positions or wish to add additional marketing initiatives to your current activities, we can help.

If you are a professional service or business targeting businesses or consumers, a retail business, a hospitality concept, healthcare practice or other type of business, one or more of our services will help you generate more revenue and cash flow.

Our group is a marketing and sales outsource agency. We offer six separate marketing resources for you to choose from to improve your success with the marketing and sales part of your business. You can outsource any of these to us that fit your type of business and your market.

[1] Outside Sales Representation

We can provide a trained sales person to make outside sales calls on your behalf to make contact and follow-up to secure either appointments for you or complete the process of closing the sale.

[2] Market Support

Our group can create and execute market support activities on your behalf to generate leads:

- Email campaigns to your existing database and or a new prospect email database that we can provide
- Direct mail services from concept design, production and mailing
- Telemarketing services

[3] Generating Business from Existing Clients

A successful business allocates 30-50 percent of their marketing efforts and resources to their existing customer, client or patient base to keep them doing business with you and to generate more business from your relationship with them. We can develop and execute:

- Loyalty programs created specifically for your business
- Creative promotions to generate additional revenue from existing clients. Think about how much more cashflow you will gain if your existing clients spent just 25% more a year with you.
- Referral programs. We like to think in terms of generating an average of two more clients from each existing client as the objective of a referral program that you should have in place for your business. We will create innovative incentive programs that motivate your clients to actually take action to make referrals to you. Turn each of your existing clients into your fiercest sales force with our referral programs.

[4] Market Promotions

We can create market promotions to generate new business for you from your target market utilizing creative ideas and guerrilla marketing tactics.

[5] Turn-key Client Acquisition

Our agency offers a service where we deliver a client, customer or patient to you ready to do business with you. You provide us with the characteristics that you are seeking that makes a qualified new client for your business. We then utilize our staff and our resources to find and generate the clients for you.

[6] Back of the House Marketing and Media Services

Our group offers support services that you can utilize to support your marketing and sales activity:

- Content created for your social media, web site, blogs or other communications
- Newsletters or branded publications
- Graphic design services for your marketing materials
- Ad creation and placement for social media platforms, radio, cable television or billboards.

Please email us or contact our representative in your area to discuss how any one of our services can help you succeed with your marketing and sales of your business.

Northeast Florida **904-491-2166**
South Florida **561-244-9901**

Central Florida **407-259-3027**
Atlanta **678-288-6224**

West Florida **727-233-0317**
Raleigh-Durham **919-377-9507**

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