

Sales Readiness for Outsourcers

In today's outsourcing marketplace

– if you're not sales ready

– you are simply not ready!

Is your company losing more deals than it is winning? Will you achieve your revenue goals?



Are presentations aligned to audience specific expectations? Do you leave a memorable impression?

PROSPECT PRESENTATIONS

Are you pursuing your ideal clients? Are they pursuing you? Do you have insightful, real-time information about their goals?

OPPORTUNITY/ PROSPECT DEVELOPMENT

Does your sales model align with your business strategy? Does it produce results? Are you using the best channels?

SALES MODEL
CHANNEL PLAN DEVELOPMENT
TARGET AND COMPETITOR PROFILES
(Real Time & Actionable)

Can you articulate how you're different than your competition? How well do you know your potential customers' needs and challenges?

MESSAGING & DIFFERENTIATION
MARKET POSITIONING
CUSTOMER & COMPETITOR ANALYSIS

Are you Ready?

In the current challenging and hyper competitive outsourcing marketplace, aggressive pricing and quality capability are prerequisites and no longer enough to differentiate one provider from the next. Today, the best sales and marketing organizations are the ones getting invited to the most deals – and growing the most profitable businesses.

Outcomes for Outsourcers

To discover your true *Sales Readiness* we have defined a best-in-class program with sales and marketing veterans dedicated to establishing a high performance sales model that addresses every aspect of the sales cycle including:

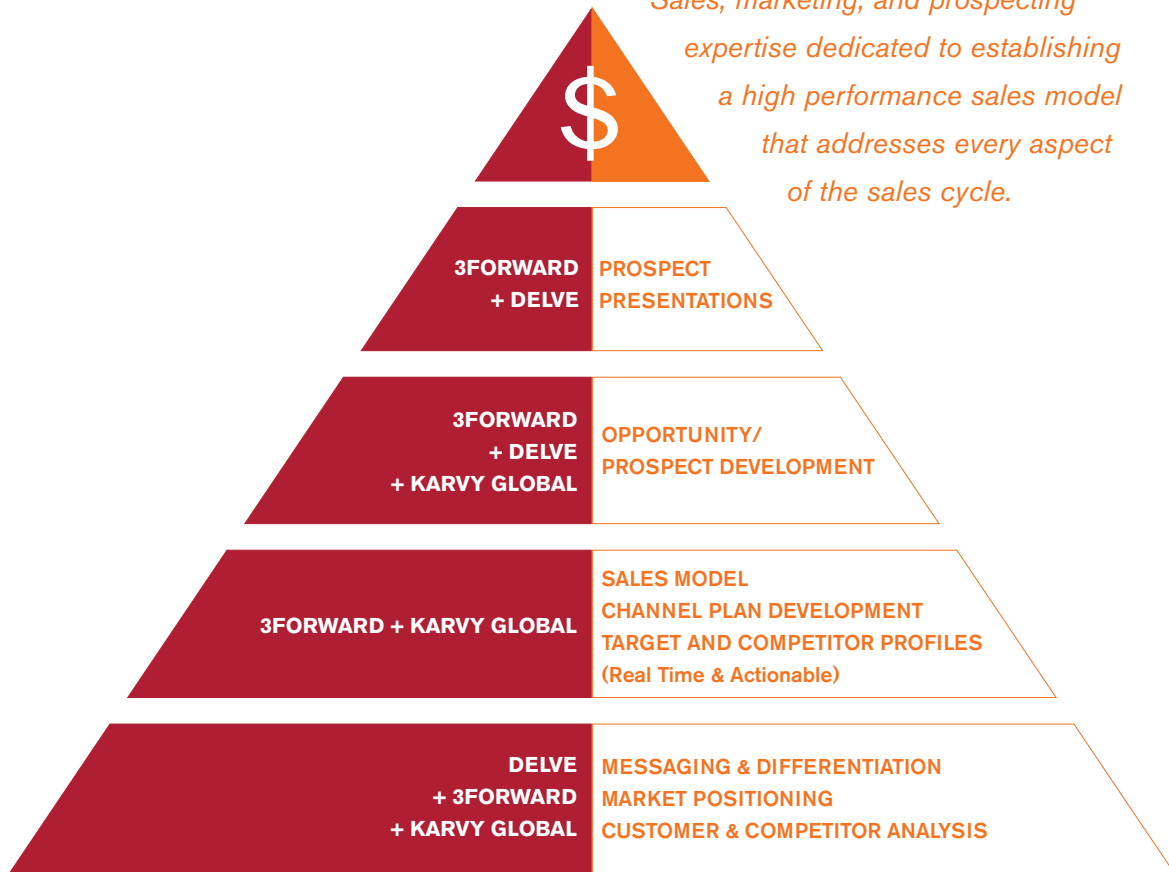
- Choosing customer segments carefully
- Differentiating your business with a unique value proposition
- Making a memorable brand impression
- Determining the most effective sales approach
- Building qualified pipelines to operate at peak velocity
- Learn the five key performance indicators of sales success
- **Closing more deals, reducing sales costs, and accelerating revenue**

To learn more about our *Sales Readiness Program* please visit www.delveforward.com or call: 866-828-1749



Best-in-Class Solution

Sales, marketing, and prospecting expertise dedicated to establishing a high performance sales model that addresses every aspect of the sales cycle.



About The Delve Group

Delve's expertise is differentiating outsourcing providers through building brand, messaging, and go-to-market programs aligned around measurable results.

Standing apart from the competition with clear communication, concise marketplace positioning, and a sophisticated visual presence can shorten sales cycles, increase win ratios, and build long-term relationships.

Brenna Garratt, CEO
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About 3forward

3forward focuses on streamlining and enhancing the sales strategy and execution process to improve success for outsourcing providers.

Our clients benefit from our expertise in business development, alliance-building, channel development, and partnership governance to accelerate win rates, increase revenue, and improve margins.

Dan Hudson, President
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About Karvy Global

Karvy provides high-value sales research and analytics services which transforms information into insight.

As a leading knowledge process outsourcing company, we work across industry verticals to provide the framework for prospecting solutions that tie directly to improved bottom line results.

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