



## **SalesChasers VCC LLC Business Development Services**

SalesChasers works with companies with flexible engagement terms based on the needs of the client. The SalesChasers VCC model allows clients great flexibility to manage the flow of their sales spigot and sales campaigns by matching their changing needs with the appropriate volume of resources required to meet their goals. Our clients can dedicate resources as needed without the investment in additional sales headcount and infrastructure.

### **Three Pillars of a Successful Sales Campaign:**

#### **The Messenger (SalesChasers)**

SalesChasers aims to know your company, your product or service and your prospect as well as your internal team.

#### **The Message (Your Key Differentiators)**

Why you? Why not your competitor?  
SalesChasers helps identify why customers will say yes.

#### **The Prospect (Your List)**

Niche marketing works! Who is your best prospect?

### **Appointment Setting & Lead Generation**



- B2B Appointment Setting via Virtual Call Center
- Market Awareness and Lead Generation
- Outsourced telesales, telemarketing
- Event Driven Campaigns
- Customer Touch Campaigns
- Customer Surveys

### **Marketing Message**



- Define your key differentiators and unique selling position
- Identify the message your prospect wants and needs to hear
- Create call guides and email communications to deliver your message

### **List Services**



- Narrow your target market to your best prospects
- List services available for calling or mailing campaigns
- Clean and update existing databases