



***Inside Sales and Support
Onboarding Process Overview
Oct 2018***



Thank you for your interest in our services.

This document will explain in detail what to expect when working with Martal's sales team. Within, you will find an illustration of the Martal process, our first steps with our clients, and our best practices to achieve the highest satisfaction with our service and a healthy ROI.

We look forward to working with you.

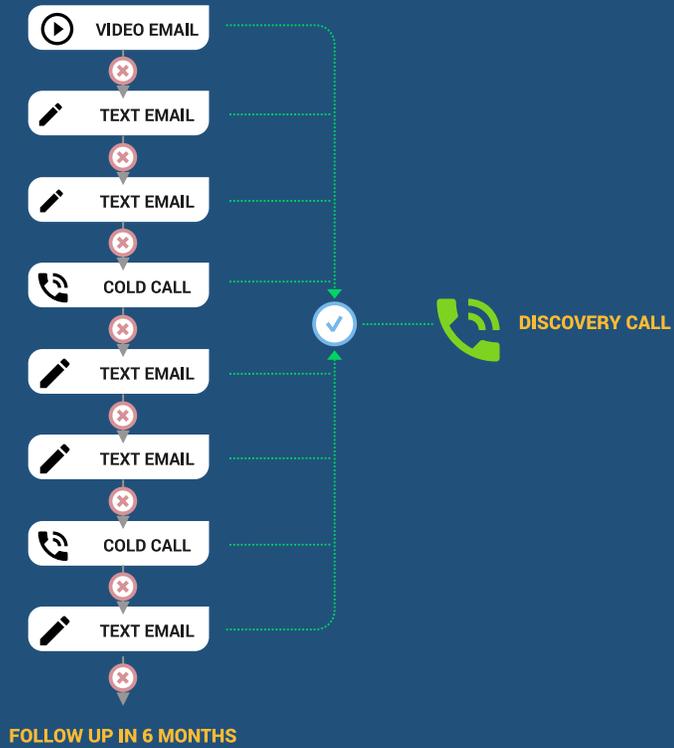
THE MARTAL PROCESS



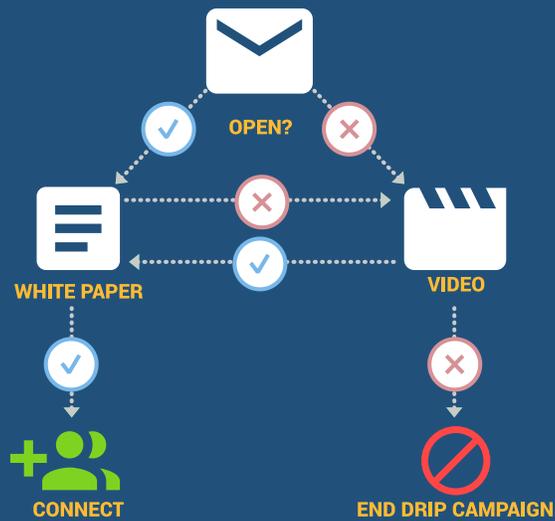
Martal's Sales Team primary goal for success when partnering with your business is to prioritize generating the highest quality of leads in the most efficient way. The Martal process ensures that contact lists are accurate and have high potential, outbound cold calls are done professionally, CRM data is meticulously updated and analyzed, and engagement emails are rigorous and effective with a precise message.

The Martal process runs in parallel or coincides with your current business development efforts, enhancing the effectiveness of your sales efforts. The process ensures our Inside Sales Representatives never run out of relevant leads to generate a reliable stream of presentations or demonstrations for your product and services.

Drip Campaign Sequence



Example Drip Campaign



Initial Setup

Setup period is approximately *2 weeks from start of contract.*

1. Ideal lead profile generation, questioning and research of client products and market vertical, drafting Campaign Call Scripts
2. Phone and Email Campaigns, CRM systems setup
3. Contacts with campaign engagements shortlisted and contacted via rigorous follow-up process
4. Lead conversion supervised and monitored by our team, either you set up the meeting or our team sells your product for you

Within the first two weeks of starting your contract with us, expect close collaboration with your team to develop standard procedures and general education about your company and its value proposal. This baseline will become our standard KPI for your project and its unique needs.



After the initial setup period, our team will work to expand product knowledge to ensure maximum preparation for campaigning and the follow-up sales process. This may require regular conference calls, or an on-site meeting for in-depth training. We keep you up to date on the status of your project with us through weekly meetings with your designated representative.

Our Best Practices and Principles

- **Initial Training** should be approached as if training and onboarding a new employee. The Inside Sales Representative will act as a representative of your company.
- **Keep us informed about your current marketing efforts** as our team will reference your marketing activities to improve engagement.
- **All members of our team will be** involved in the project. Our team will be present during the onboarding discussions to receive expectations and KPI's.
- **Frequent communications** between Martal and our clients is greatly important, especially during the ramp-up campaigning period, ensuring the message is cleared through your team with no misgivings.
- **Contact lists** should be concise. Success comes from contacting as many potential targets as possible, who are specifically targeted based on your product.
- **Our sales and support team** are with your company through every step of the marketing/sales process. Your business development collaboration with Martal Group should reach above and beyond surface level activity, we want to be fully immersed in your marketing/ sales process and to form firm relationships with your marketing/sales department.

CONTACT US

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