



Turn your Reps into Influencers, Stay Top of Mind, Sell More

Turn-key marketing campaigns that your manufacturers can sponsor

Why It's Effective



Hyper Efficient Content Creation - Create hundreds of pieces of quality, educational, and varied content pieces in 20 minutes.



Maximize Touchpoints Across Channels and Time - Deploy this content across over a multiple channels over a 2-3 month time period.



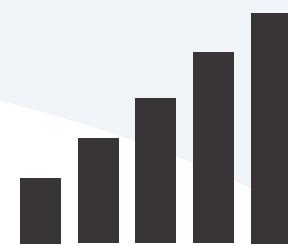
Hyper Specific Audience Targeting - Target a set of current or net new prospects that are perfect for the offering.

Extensive Data on Prospects from Dozens of Sources

Projects	Plants	Companies	Company Offices	Contacts	Emails	LinkedIn URLs	Phone Numbers
1,081	984	971	1,080	2,385	1,828	293	1,264

Type / Plants / Projects / Company Locations / Contacts					
Company	Plants	Projects	Company Locations	Project Contact	
				Contacts	Project Contact
NextEra Energy Incorporated	44	47	1	57	
Invenergy LLC	32	34	3	47	
Florida Power & Light Company	31	33	1	29	
NextEra Energy Resources LLC	30	32	4	37	
US Army Corps of Engineers	30	54	12	115	
AES Corporation	23	24	4	27	
Apex Clean Energy Incorporated	23	23	1	38	
Blattner Energy Incorporated	22	23	1	19	
Enel Green Power North America	19	20	3	23	
Lightsource BP Renewable Energy	19	19	2	21	
Dominion Energy Incorporated	18	18	3	22	
M A Mortenson Company	18	18	2	22	
Moss & Associates Construction Comp...	18	18	2	8	
EDP Renewables North America LLC	16	18	5	26	
Pine Gate Renewables LLC	16	16	1	15	
DEPCOM Power Incorporated	15	16	2	13	

Core Service: Network Growth and Organic Posts



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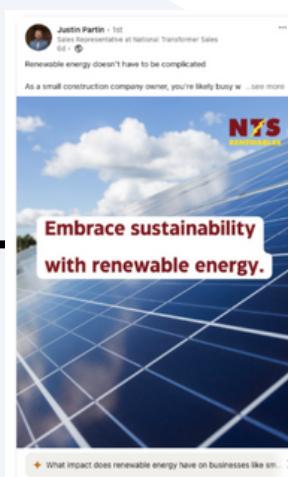
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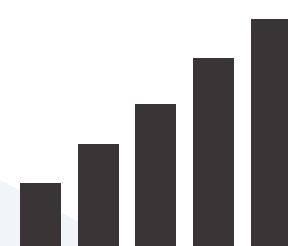
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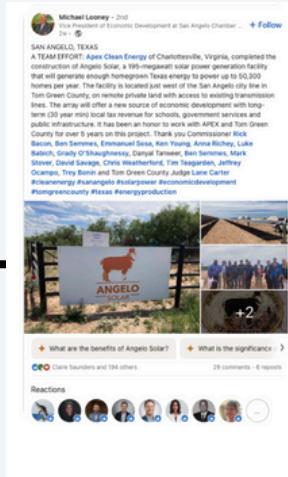
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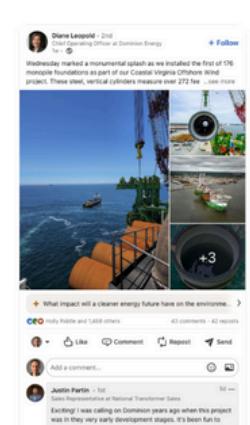
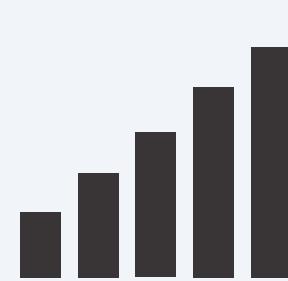
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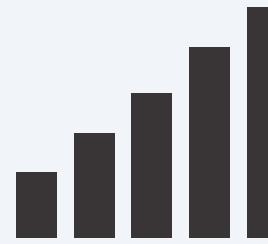
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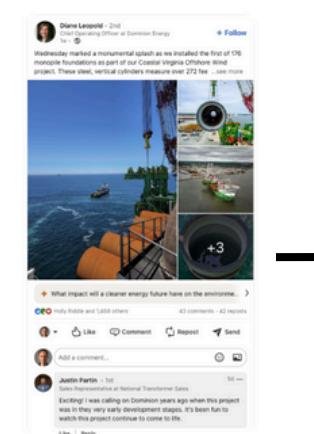
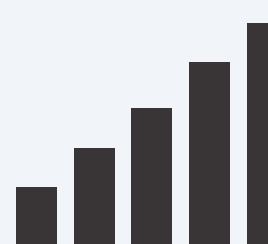
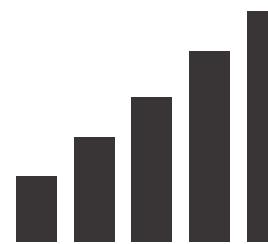
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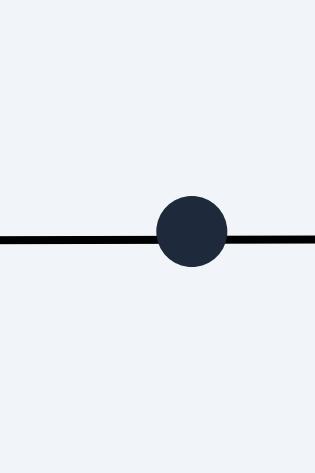
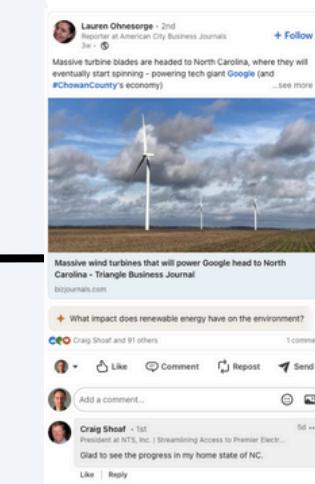
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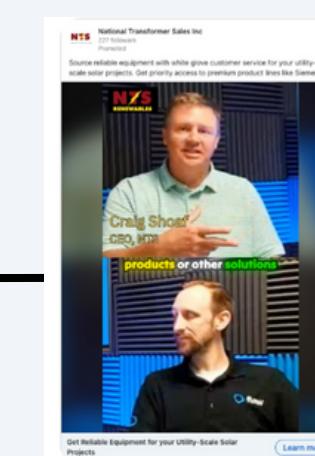
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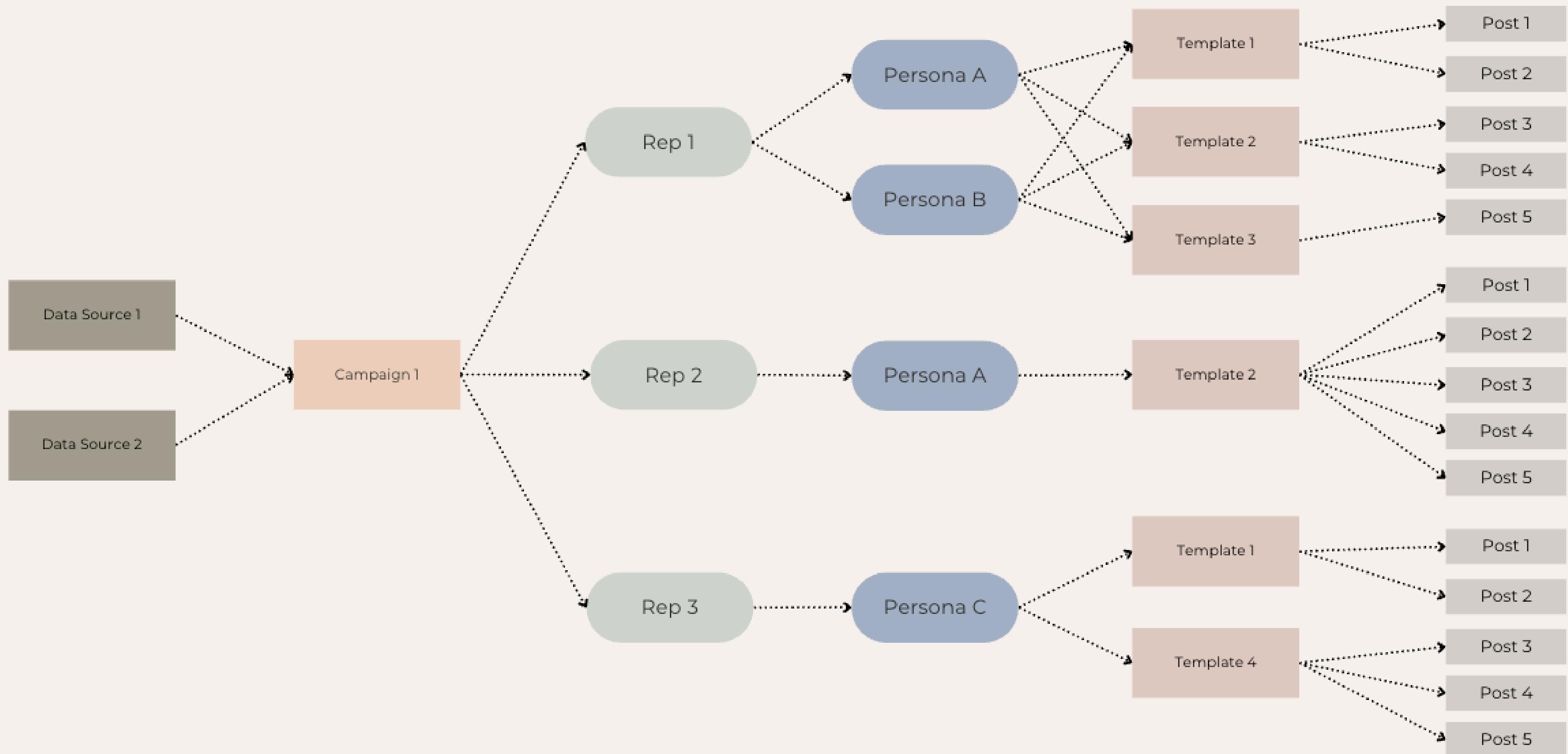
Frameworks for Quality Posts at Scale

Type/Topic	Actionable	Motivational	Contrarian	Observation	Prediction	Behind-the-scenes
Automation	Step-by-step guide on automating repetitive sales tasks with FlowRMS.	Success stories of businesses transforming their sales with automation.	"Why more automation can actually make your sales process more human."	The silent revolution of sales automation and its impact on the sales landscape.	The future of sales automation and its impact on the sales landscape.	Insider look at how FlowRMS was developed to automate sales tasks, featuring challenges and breakthroughs.
Integration	How to seamlessly integrate your existing CRM with FlowRMS for enhanced data flow.	Tales of companies overcoming integration challenges to streamline operations.	"The hidden costs of over-integration and how to avoid them."	The unnoticed challenges of integrating diverse sales tools and how to overcome them.	Predicting the next big breakthrough in sales tool integration.	The story behind FlowRMS's integration capabilities, including partnerships and technical hurdles overcome.
Optimization	Strategies for optimizing your sales funnel using data analytics.	Stories of sales teams optimizing processes to achieve unprecedented success.	"Optimization isn't always the answer: When to embrace inefficiency."	The overlooked importance of micro-optimizations in sales operations.	How sales optimization tactics will evolve with AI and machine learning.	A deep dive into the data analytics features of FlowRMS, showcasing how optimization is engineered into the product.
Personalization	Implementing personalized sales strategies with automated workflows.	How personalized sales approaches led to breakthrough deals.	"The limits of personalization: When too much can hurt your sales."	The subtle shift towards hyper-personalization in sales.	The future of AI-driven personalization in sales and its limits.	Behind-the-scenes on creating personalized workflow capabilities in FlowRMS, including user feedback and iterations.
Analytics	Setting up sales analytics to identify and act on sales opportunities.	Real-life cases where analytics turned sales strategies around.	"Beyond numbers: Why analytics alone won't save your sales."	Emerging trends in predictive analytics for sales forecasting.	The next frontier in sales analytics and data interpretation.	Exploring the development of FlowRMS's analytics features, including the decision-making process and data handling.
Collaboration	Techniques for improving team collaboration through shared workflows and data.	Teams that enhanced performance through collaborative sales tools.	"The myth of total transparency in sales collaboration."	The rise of remote sales teams and the tools enabling their collaboration.	Future trends in collaborative sales strategies and technologies.	A look into how collaboration features were developed in FlowRMS, focusing on user needs and technology solutions.
Scalability	Scaling your sales operations with automation without losing quality.	Startups that scaled quickly by adopting smart sales operations.	"Why scaling too fast can be detrimental to your sales health."	How small-scale operations are outperforming giants with smart scalability tactics.	Sharing the journey of designing FlowRMS to be scalable, from conception to execution and the challenges faced.	
Engagement	Creating automated yet personalized engagement strategies for prospects.	Examples of engaging sales campaigns that led to high conversion rates.	"Over-engagement: How too much contact can push clients away."	The changing face of customer engagement in the digital age.	Evolving strategies for digital engagement and customer experience.	Insights into the development of engagement strategies within FlowRMS, including design choices and effectiveness.
Productivity	Boosting sales team productivity with automation tools and techniques.	Individuals or teams who dramatically increased productivity with new tools.	"The productivity paradox: Doing less to sell more."	Uncovering the real impact of multitasking on sales productivity.	The role of automation and AI in future sales productivity enhancements.	How FlowRMS's productivity tools were ideated and developed, with a focus on user experience and efficiency gains.
Innovation	Incorporating innovative sales technologies into your strategy.	Innovators in the sales space who are changing how sales are done.	"Innovation fatigue: When novelty harms more than helps."	Quiet innovations that are reshaping sales strategies.	Upcoming innovations that will redefine sales strategies.	The innovation process behind FlowRMS, highlighting how new features are researched, tested and implemented.



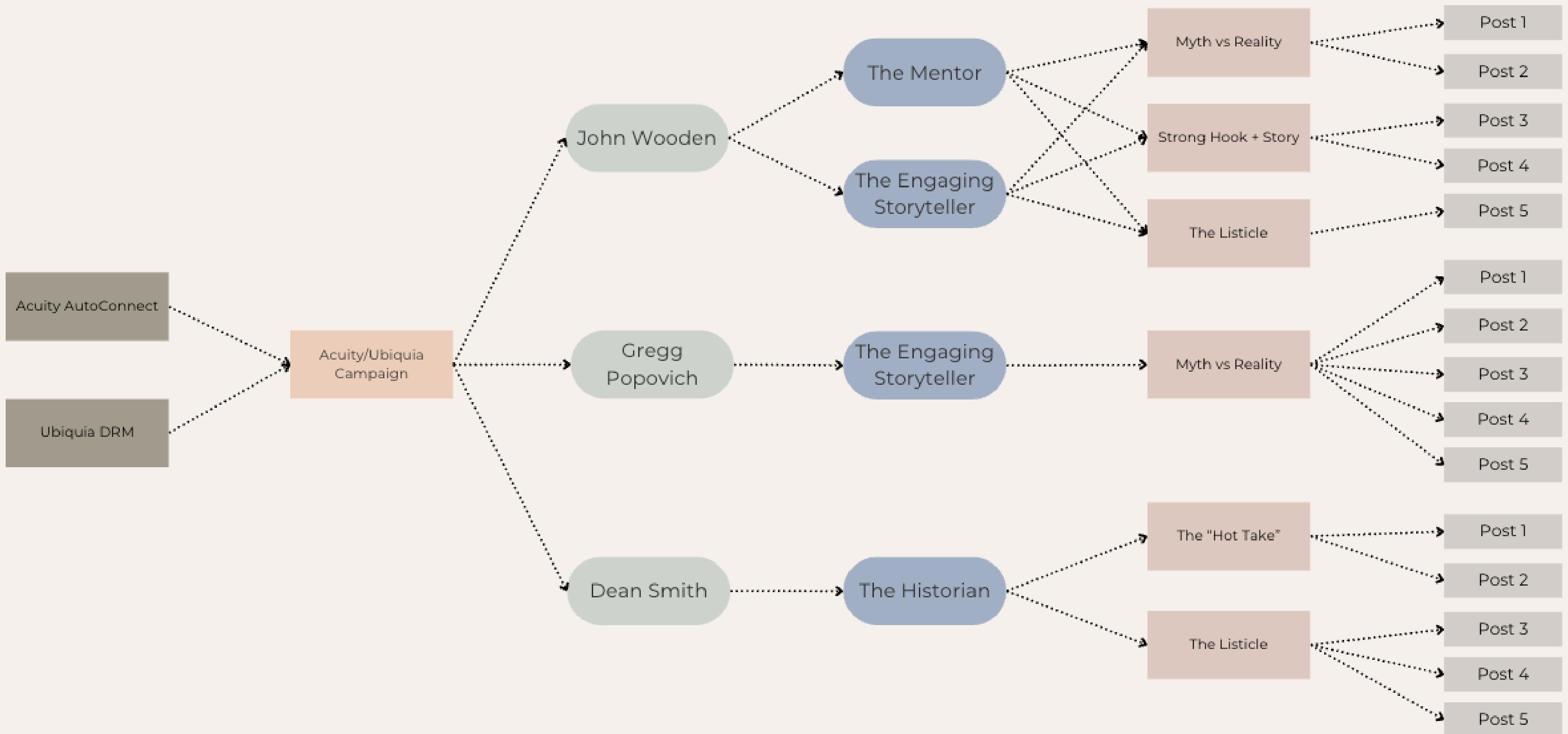
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Process Chart

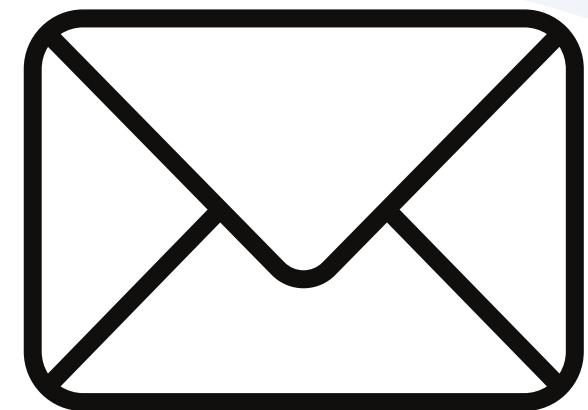


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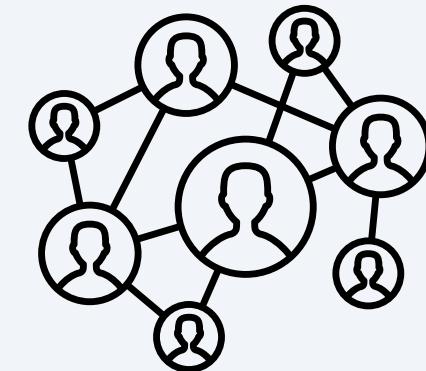
Example Chart



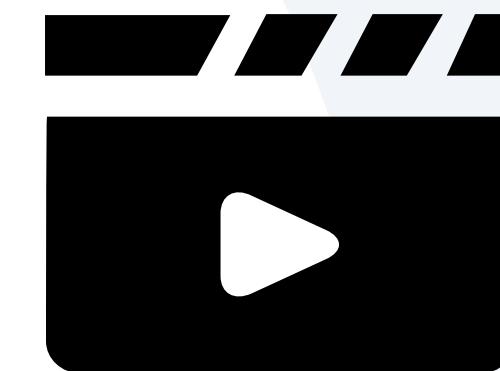
Campaign Boosters to Increase Reach and Mindshare



Email Sequences



Warm Intro Network Analysis



Podcast



Handwritten Notes



Customer Portal Website Build

All Technical Elements Done For You

- Custom domains (targeted toward ICP)
- SPF
- DKIM
- DMARC
- Tracking domains
- Email box warm up (2 weeks minimum warmup)
- Spam tracking
- LinkedIn connection requests
- FlowBot AI Knowledge Assistant
- LinkedIn profile authentication for automation
- Handwritten note deployment account
- Video recording, editing, and posting
- Website build and maintenance technology

The collage illustrates the integration of AI across multiple platforms:

- Top Left:** A screenshot of the "Flow Lead AI" software interface. It shows an "Email Campaign" overview for "Curtis Searle (Curtis@flowsalesops.com)". Key metrics include 97 Warmup emails sent, 97 Landed in inbox, 0 Saved from spam, and 0 Emails received. The "Email Performance" section shows a "Super" status with 100% of emails landing in the inbox. A pie chart indicates 100% landed from inbox and 0% saved from spam.
- Top Right:** A screenshot of a website for "NTS RENEWABLES". The header features "HOME", "FREE CHECKLIST", and "GET A CONSULTATION". The main content area has a dark background with solar panels and the text "Maximize Your Solar Project's Efficiency with Siemens Inverters". Below this is a call-to-action button "GET PREFERRED INVERTER SOURCING".
- Bottom:** A screenshot of the "Renewables Test v4" tool. It shows a list of email addresses for "Stratasolar" and a preview of an outreach sequence. The sequence includes a dynamic time of day, a personalized subject line ("Strata's \$300M Boost: Let's Tackle Challenges"), and a body of text discussing vendor relationships and a simple call to action. Red annotations highlight specific features: "Dynamic time of day based on when you send the email", "Personalized first line and subject line based on either (1) a recent LinkedIn post they did if they have one, (2) most recent and relevant company news if we can find it, or (3) a comment on their company's mission", "Steps of the outreach sequence", "Authority and value prop", "Simple call to action", "Call to action repeated in a different way in the PS", and "Look up their city, and offer an in-person meeting if they are close".

Proprietary Technology for Quality Posts at Scale

Campaign Data Sources Reps Post Schedule **Templates**

Create/Edit Templates used for Post Generation

Search Filter by Content

Strong Hook + Story (Narrative & Relatable)
Edit Delete

The "Problem → Agitation → Solution" (PAS)
Formula (Classic & Persuasive)
Edit Delete

The "Hot Take" (Opinionated & Thought-Provoking)
Edit Delete

The "Myth vs. Reality" Breakdown (Debunking
& Educational)
Edit Delete

Posting Templates and Frameworks

Campaign Data Sources **Data Sources** Reps Post Schedule Templates

Content Control Panel Generate/View/Schedule Content for Reps

Search by Campaign or Rep Add content

Filter by Campaign Filter by Category

Flow RMS
Test campaign
Informative
Edit Delete

Flow 5 Upgrade (Promotional)
Flow 5 Launch
Promotional
Edit Delete

Flow Company Culture (Business)
Flow 5 Launch
Business
Edit Delete

Where's My Stuff (Industry)
Flow 5 Launch
Informative
Edit Delete

Configurable Data Sources and Post Types

All Posts Approved Posts Scheduled Posts Reps Posts Schedule Company Persona

All Posts Here goes the all posts

Search Filter by Campaign

How I Eliminated 80% of My Support Tickets with One AI Assistant
Approve Edit ...

I Fired My Assistant Today... And Hired An AI That Never Sleeps
Approve Edit ...

AI Assistants Aren't Just Chatbots - They're Your New Business Operating System
Approve Edit ...

Approval Workflows to Capture Voice of Rep

Exact, Transparent Pricing

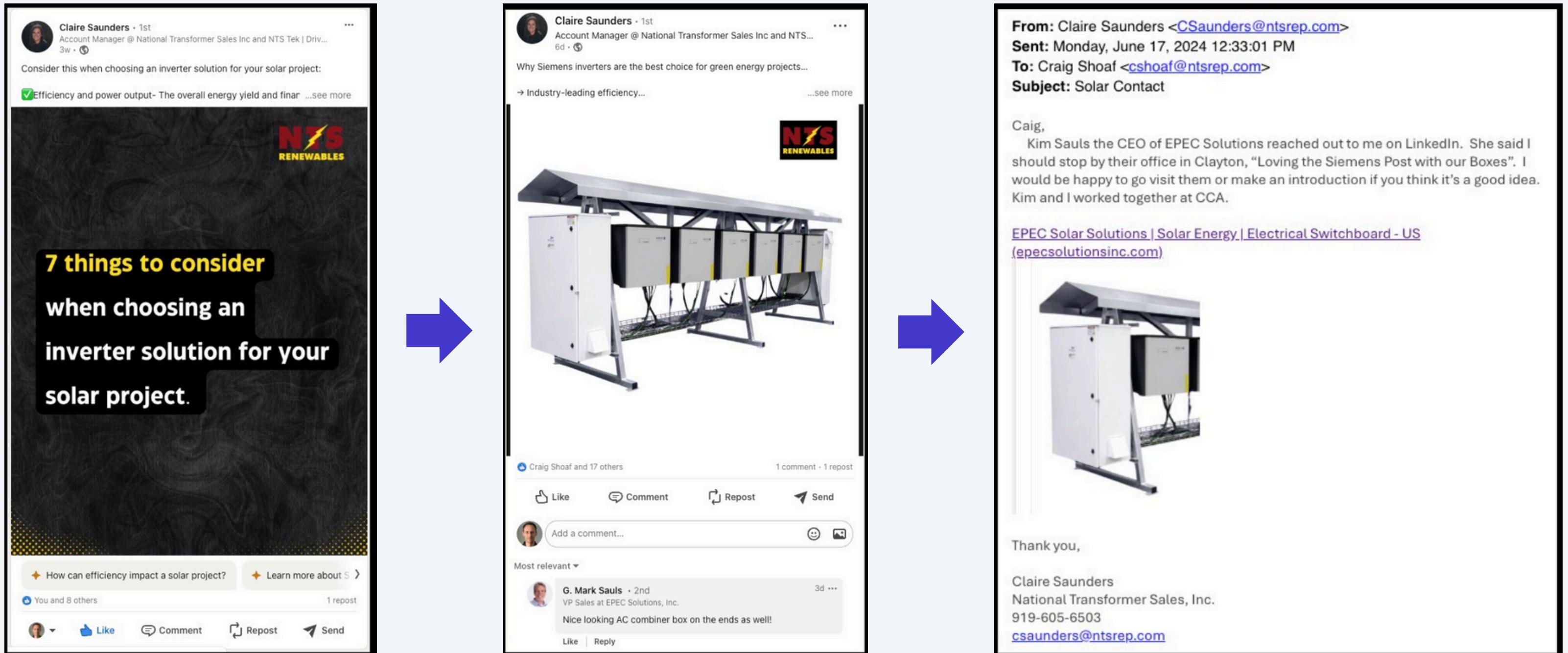
LinkedIn Core Service

FlowDemand LinkedIn Core	# Reps Posting (<i>min 5</i>)	5
	# Reps on Network Growth (<i>Min 5</i>)	5
	Monthly Performance Reporting	1
	Posts per week per rep	2
	FlowDemand Core first time setup?	y
	Rep and Company Profile Optimization?	y
	Service Duration in Months (<i>min 3</i>)	2
	# New Data sources	3
	# New Campaigns	1
	# of New Prospects (<i>min = Service Duration *40</i>)	500
		\$ 1,640

Campaign Boosters

Mailers	# Handwritten Notes	500
		\$ 2,000
Email Sequences	# Emails written	3
	Email first time setup?	y
		\$ 600
LinkedIn Ads	# LinkedIn Ads created	3
	# LinkedIn Audiences created	1
	LinkedIn Ad first time setup?	y
	Ad spend/mo (<i>paid to LinkedIn, no markup</i>)	\$500
		\$ 2,150
Video (Creation)	# reps for recording video podcasts	2
	# Data sources w/ video	2
		\$ 1,000
Video (Just Editing)	Minutes of video submitted	30
		\$ 200
Warm Introduction Network Analysis	Participating Reps	3
		\$ 450

Siemens Pilot Results: Post to Meeting Flow

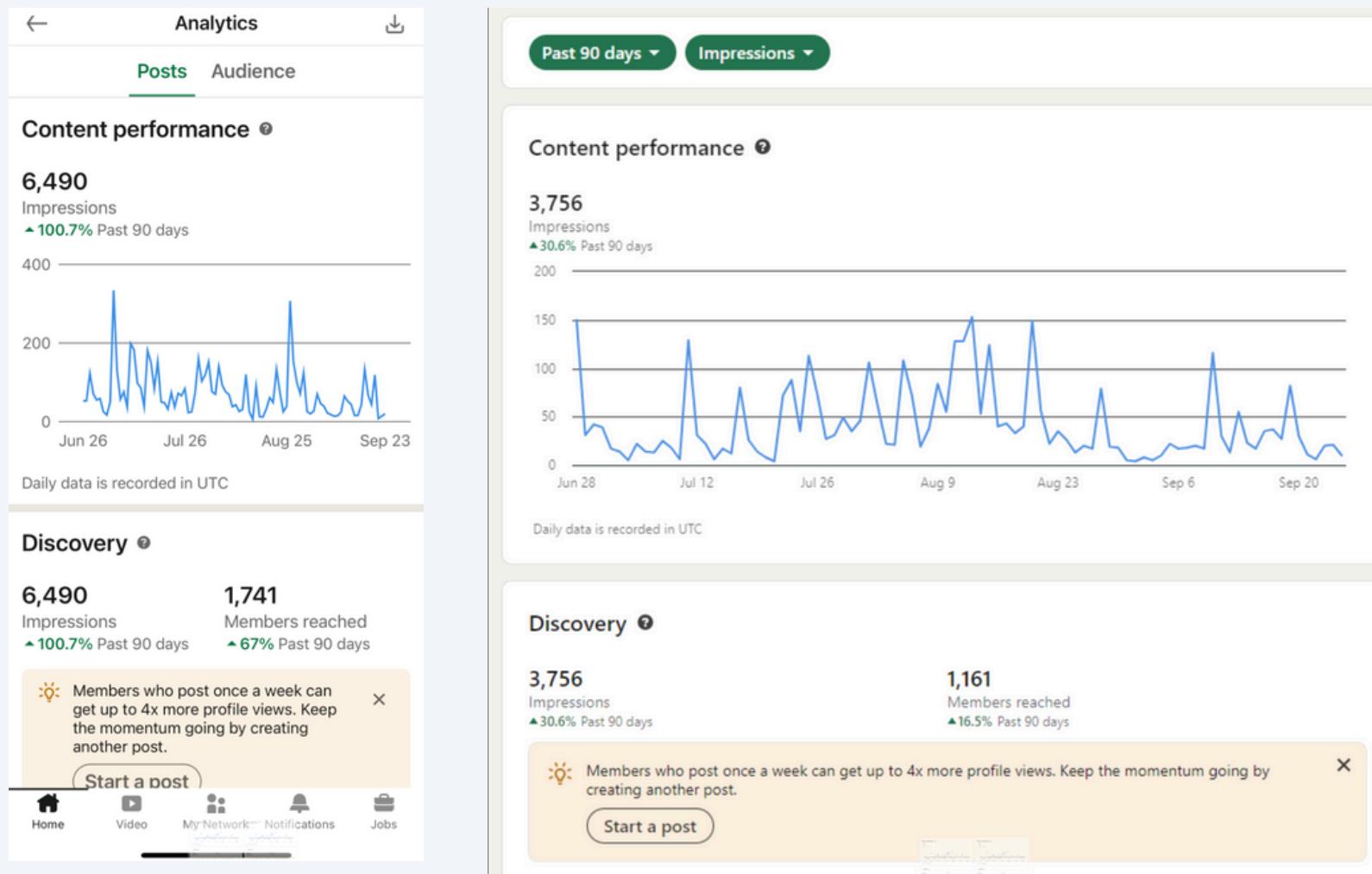


Multiple prospects at a potential buyer interacted with several organic posts

Prospect reached out via LinkedIn

Siemens Pilot Results

Organic impressions remaind high throughout the campaign



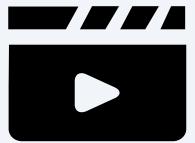
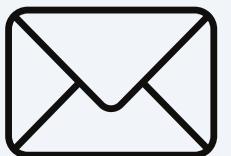
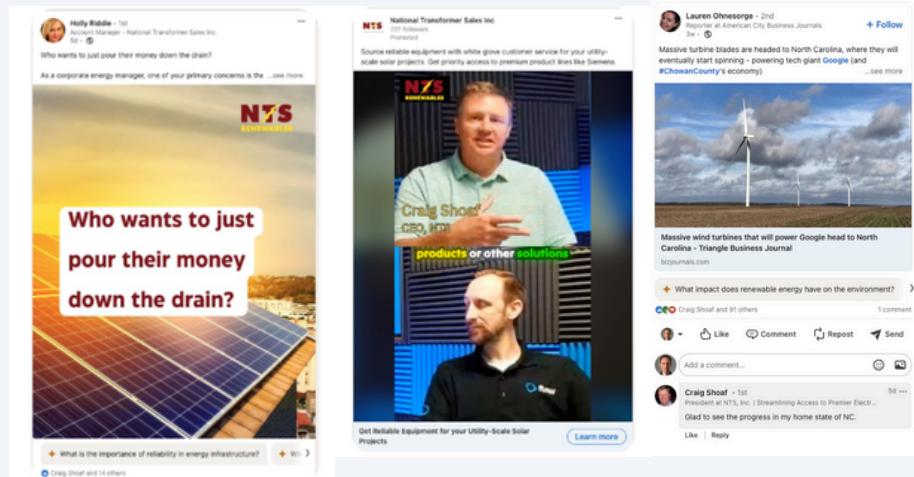
Meetings sourced in the net new, high value renewables industry: **10**

Net new organic connections made:
1,833

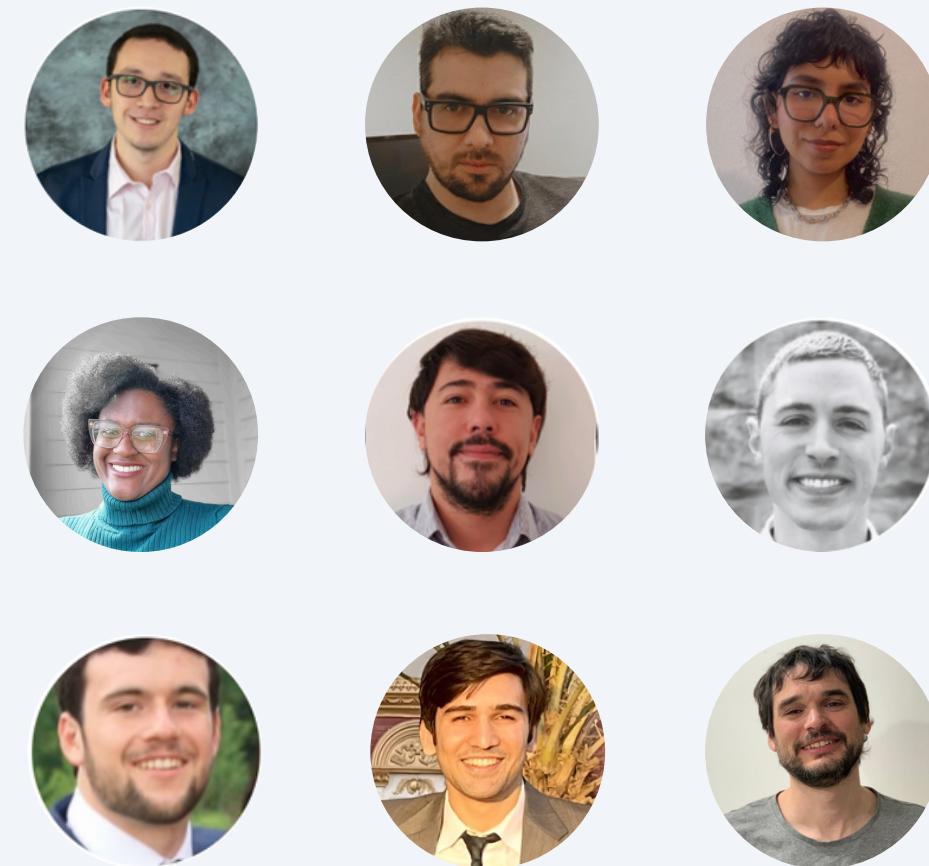
Channel efficacy results:

- Organic LinkedIn Posting and Connecting (40% of leads)
- Cold Email Sequence (20% of leads)
- Current Clients (20% of leads)
- Network Analysis (20% of leads)

Offer Campaign Sponsorships to you Manufacturers



Their products stay top of mind through LinkedIn, mail, email, video, and calls



Their products get higher mindshare with your reps

A screenshot of the flowBot interface. A user (JT) asks: "I have a client asking for microgrid controllers for a renewables project, suggest siemens products I should recommend." The flowBot responds: "For a renewables project requiring microgrid controllers, you can recommend the following Siemens products based on the provided context:

- **Siemens String Inverters** - These inverters are 99% efficient and can be a crucial component for a microgrid involving renewable energy sources like solar panels. They are available with a lead time of 16-18 weeks contingent on racks and standardization on MPTs and RMUs.
- **Controllers** - While the specific model of the controller is not mentioned in the context, Siemens offers a range of controllers that could be suitable for microgrid applications. You may want to explore options like the **Siemens SICAM A8000 Series**, which is a modular device range for telecontrol and automation applications in all areas of the energy supply industry.
- **Siemens Financial Services** - For clients who need project and product financing, Siemens Financial Services can provide customized solutions that may include financing for microgrid controllers as part of a larger renewables project.
- **Local Support Services** - Siemens offers local sales reps, product specialists, field service, and project managers to support the implementation and operation of the microgrid controllers.

"

FlowBot Chat Knowledge Assistant Trained on their products.

Types of Campaigns You Can Run

- **Industry-Specific & Project-Based –**
Target major infrastructure, renewables, government contracts, and regulatory changes.
- **Product-Focused –** Promote new products, competitive comparisons, seasonal offers, and engineering specifications.
- **Lead Nurturing & Relationship-Building –** Re-engage past customers, follow up after trade shows, and support distributors.
- **Vertical-Specific –** Focus on key industries like data centers, EV charging, healthcare, and food manufacturing.
- **Manufacturer Engagement & Monetization –** Offer co-branded reports, thought leadership, and expansion campaigns for manufacturers.
- **Reputation & Brand Awareness –** Build personal branding, highlight firm capabilities, and recruit new reps or distributors.

Starting a Campaign is Easy

(1) Choose your reps and the product(s) you want to promote.

(2) We'll generate your first 20 posts for free to make sure the you're happy with the content.

(3) Choose any additional channels, if desired

(4) We'll generate the rest of the content, set up all the systems, and launch the campaign.

