**Pipeline Filling Pilot Project for Verbio**

Project Objectives:

Assist Verbio by adding new enterprise opportunities to its’ sales pipeline. Work closely with Antonio & Alexander to penetrate their Top 100 accounts with the goal of setting up a 15-minute phone conversation. By using my proven email messaging and on-going phone communications, we will work together to help generate new revenue opportunities for Verbio.

Project Deliverables:

Produce 10-15 appointments over the course of the 90-day period. An appointment is defined as a call with a prospect that has identified himself as an influencer or decision-maker regarding the use or purchase of dialogue technologies. Prior to the beginning of the project, Verbio will provide the following:

* Target customer list with list of prospect titles that I should be contacting: CTO, Product Mgr., QA Mgr, Call center titles, for example
* Gmail email account (jrenalds@verbio.com)
* Frequently Asked Questions (FAQ) document
* Web demo of those solutions that I will be introducing to prospects
* Bananatag account for email tracking ($60 per year) www.bananatag.com
* Activity report every Friday that will track my progress and give you valuable prospect feedback to help Verbio learn what the market is saying about its’ offerings. This report will include contact information on a spreadsheet that Verbio will be able to upload into their future salesforce database. All contacts purchased for Verbio will be at my expense.
* Emails created specifically for Verbio which can be modified to reflect a particular event or offering.
* Call scripts for Julie & Alexander to use which will also be modified accordingly.

Project Terms:

Hourly rate: $100, which includes all of my phone expenses

60 hours per month: divided weekly, per instruction by Antonio.

Net 15 payment terms for invoices issued to Verbio every 2 weeks

After the 1st 30 days of the project, we will discuss any modifications that will help Verbio achieve the success that we are collaborating on together. It is understood that if either of us is unhappy with our working relationship, that we can discontinue the project at that time without any financial penalty.

Contract:

As outlined and agreed upon in writing between Verbio and Julie A. Renalds Marketing Corporation.

Contact information:

Julie Renalds

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