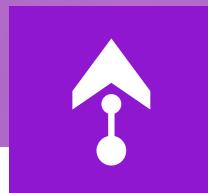


# SVL DEVELOPMENTS

## Proposal

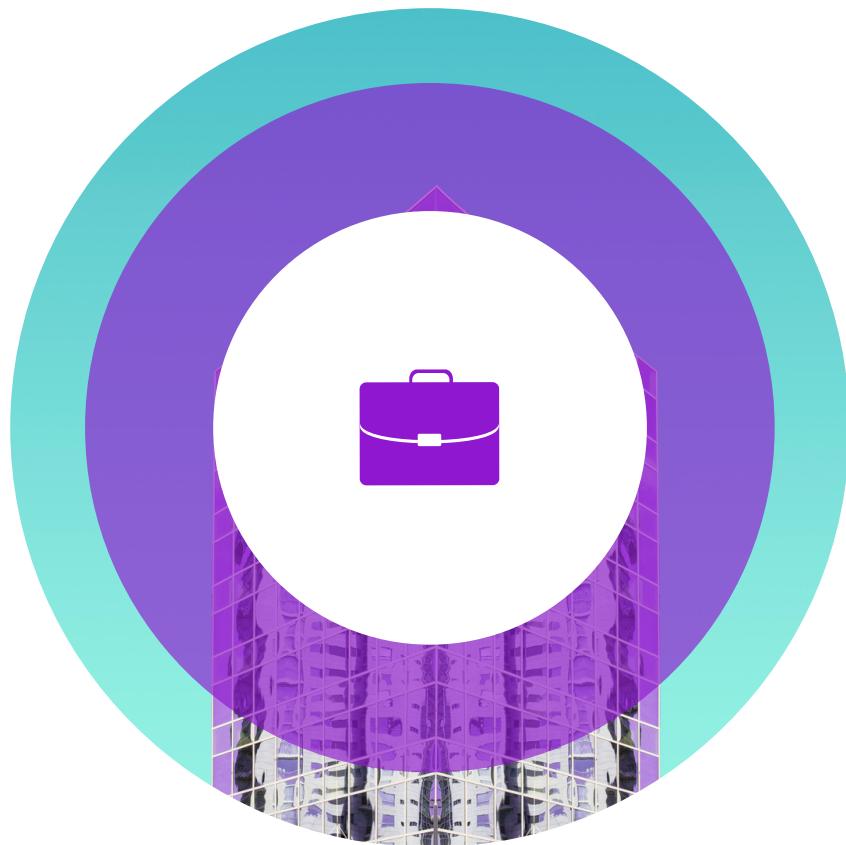


**Prepared For :**

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Transparent results

# About US



Sales Solution

Outbound lead agency

We have delivered results across multiple different industries and product types including SaaS. Our outbound strategy is focused around running a mix of manual outbound targeting and automated campaigns to a set data list of decision makers.

Your outbound specialist

# Background

Strategic professional, with a very diverse background in web development, business development, compliance and problem solving.

I have been working in business development based roles for over 10 years, solving complex sales problems on an executive level within the tech, travel, fitness and education industry.

**Shaun Van Amersfoort**



# Outbound Capabilities



## **Cold calling**

With over 10 years experience cold calling we have developed innovative ways that cut through gate keepers, and have meaningful discussions with key decision makers.



## **Appointment setting**

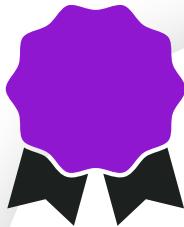
We can take care of the whole sales cycle from the call through to demonstration. Just need someone on the phones to set appointments? we can do that too, every appointment is qualified and booked straight into your teams calendar.



## **Lead automation**

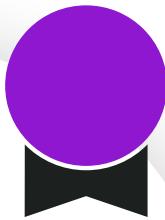
With so many emerging software tools on the market to help automate your outbound strategy it can be confusing on what tools, messages and target audience will deliver results. We will generate an audience list, create email and linkedIn messaging templates and automate monthly campaigns that will run while you sleep.

# Our Achievement **Over 10 years sales experience**



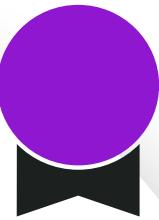
## **Yarris**

Helped establish a complex effective sales process, and an international sales strategy to grow in the US and Singapore.



## **WorldStrides**

Built a cold sale funnel to a pipeline of 2.9 million dollars, in sales, across a 10 month period



## **AIPT**

I built a lead generating network from the ground up, which has resulted in achieving 2.5 million in sales revenue.

Clear professional communication

# Cold Calling



**Wining conversations takes experience, not just product knowledge**

Winning conversations takes more than just product knowledge. We focus on having meaningful conversation around pain points and the solution your product has to offer.

- **Build rapport**
- **Discuss pain**
- **Solution overview**
- **Set appointment**



Clear professional communication

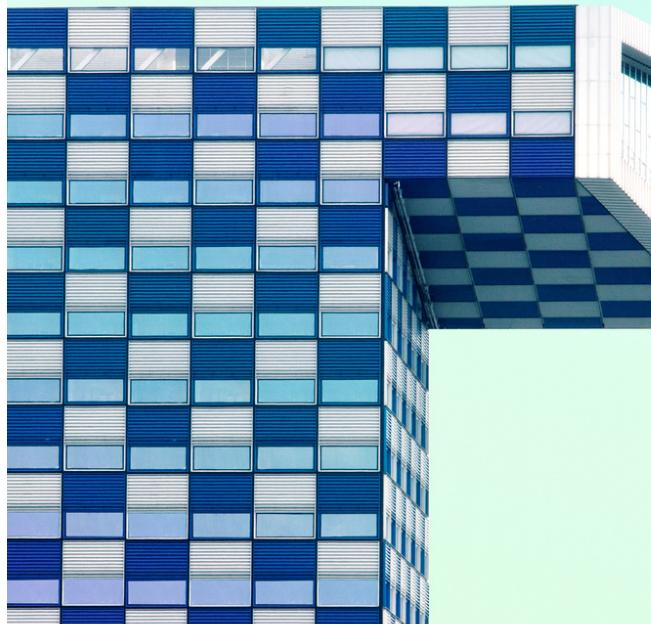
# Appointment setting



## Fully qualified appointments

During the initial call with the prospect we will qualify and create excitement about the solution your product provides. The fully qualified prospect will be booked into your teams calendar for a product demonstration.

Every appointment set will be booked directly to your sales teams calendar. A full qualification template will be provided which outlines the prospects pain points, and any other relevant notes needed to help your team deliver a successful demonstration.



# Clear professional communication

# Demonstrations



## Demonstration with purpose

We aim to set appointments within 14 days of the initial call. This timeline is key, appointments booked too far out can run the risk of the prospect losing interest or going with another provider.

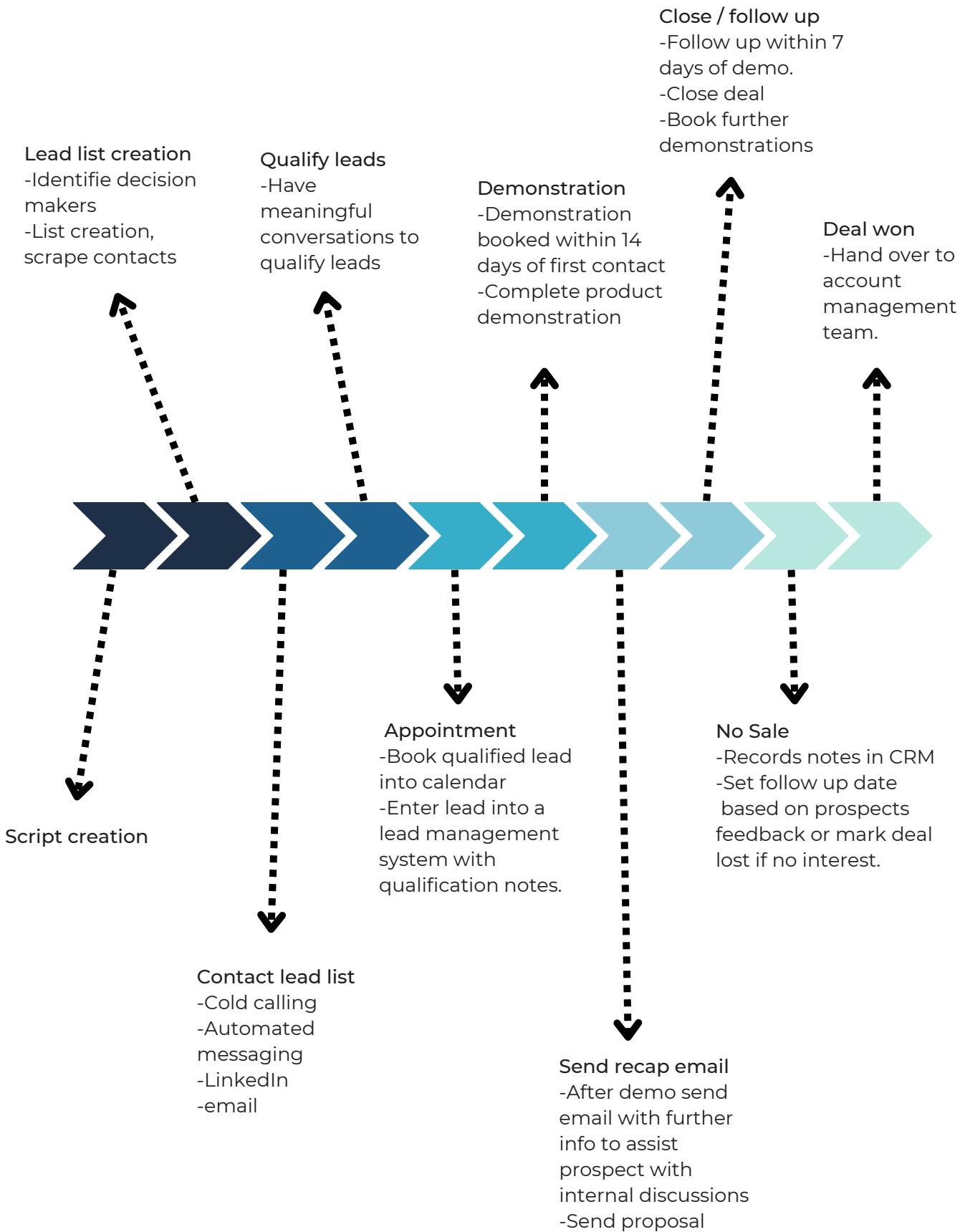
So all the hard work is done with finding a qualified prospect, now its time to demonstrate your solution. We prefer to leave this stage up-to you or your sales team, you know your product inside out. But if needed we can handle this process once some product training has been completed.

We keep product demonstrations to a maximum of 60 minutes depending on the complexity of the solution.

First 20 minutes is spent taking a deep level discussion around their pain points, and remaining 40 minutes spent demonstrating the product keeping the demonstration inline with their pain points.



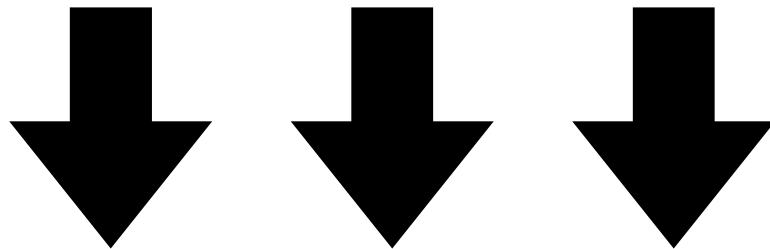
# Simple effective sales cycle



# Lead funnel

## Lead list creation

- Identify key roles to target
- Scrape key contacts with automated software
  - Generate a list of 3000 - 10000 contacts
- Wash data list, remove contacts already qualified



## Automation

Set up campaigns to the concentrated data list.  
We automate LinkedIn connection requests,  
LinkedIn messaging and email.

## First contact cold call

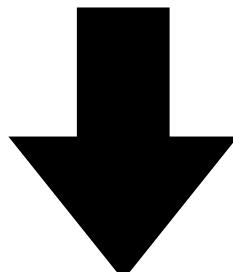
Engage and qualify lead into an appointment for  
a product demonstration.

## Demonstration

60 min product demonstration within  
14 days of first contact

## Deal won | Deal closed

Further follow up



# How many appointments? **10% contact to Appointment ratio**

We work on an average of 10% contact to appointment ratio to predict how many appointments to expect and target with a cold calling campaign. This can be higher, it really depends on the complexity of the product, for example lower yield product will need a higher volume of calls, VS higher yield enterprise agreements.

## Campaign example

Weeks	Contacts	Appointments
4 weeks	400	40
8 weeks	800	80
12 weeks	1200	120

The above numbers are example's only based on the national average contact to appointment ratio of 10%, outcome will depend on product type, complexity, consumer demand.



## PROJECT SCOPE OF WORK & DELIVERABLES

Cold calling	<p>If needed we can provide a washed list to call. Our call list are pulled from LinkedIn using automated scraping tools. We aim to produce 3000 to 10000 contacts depending on the campaign length and appointment goal.</p> <ul style="list-style-type: none"><li>-One sales rep provided</li><li>-Phone system and laptop provided</li><li>-Minimum 10 hours per week provided</li><li>-All sales reps are Australian based with clear verbal skills</li></ul>
Appointment setting	<p>All appointments set are qualified, we will need create a definition of what is determined as a qualified lead.</p> <ul style="list-style-type: none"><li>-Appointments come with qualification questioners</li><li>-Appointments will be booked directly into your calendar</li><li>-Full contact details of the appointment will be provided</li></ul>
Automated campaigns	<p>We use LinkedIn and email to set up automated targeting, we use automated software to send emails to the targeted list. We also automate connection request, likes and direct messaging with LinkedIn.</p> <ul style="list-style-type: none"><li>-Lead list generated for automated campaigns</li><li>-We will need access to your LinkedIn profile to set up the automated messaging and connection request.</li><li>-We will need access to a business email which will be used to send automated emails.</li><li>-We can create content used for the automated campaigns</li></ul>
Demonstrations	<p>Most companies we work with prefer to run the demonstrations and stop our services once the appointment has been set. If you request our service to run demonstrations we will need product training, we recommend 2 to 4 hours training.</p>

Select service needed

Service needed	Yes	No
Cold calling		
Need a washed contact list		
Appointment setting		
Demonstrations conducted		
10 hours per week calling		
15 hours per week calling		
20 hours per week calling		
30 hours per week calling		
Linked and email automation		

## PROJECT SCOPE OF WORK & DELIVERABLES

# Timeline

Week	
Week 1	<p><b>Strategy session 1 - 2 hours</b></p> <ul style="list-style-type: none"><li>-Map out targets around appointments</li><li>-Call script discussion / development</li><li>-Map target audience based on job roles</li><li>-Lead list creation if needed</li></ul> <p><b>System set up</b></p> <ul style="list-style-type: none"><li>-Set up with access to relevant CRMs to record leads, we can provide if needed, we use hub-spot.</li><li>-Set up with a business email</li><li>-Access to a LinkedIn account to set up automated LinkedIn connection request and messaging.</li></ul>
Week 2	<p><b>Content creation</b></p> <ul style="list-style-type: none"><li>-Create content for email campaigns and LinkedIn messaging</li></ul> <p><b>Go live with outbound calls</b></p> <ul style="list-style-type: none"><li>-Our packages start at a mimim of 10 hours per week of phone activity.</li></ul>
Week 3	<p><b>Go live with automated email and LinkedIn</b></p> <ul style="list-style-type: none"><li>-Launch 3 month automated email campaign</li><li>-Launch automated 3 months LinkedIn messaging and profile growth.</li></ul> <p><b>Go live with outbound calls</b></p> <ul style="list-style-type: none"><li>-Our packages start at a mimim of 10 hours per week of phone activity.</li></ul>
Week 4 -12	<p><b>Go live with outbound calls</b></p> <ul style="list-style-type: none"><li>-Continue with outbound calls</li></ul>

## PROJECT SCOPE OF WORK & DELIVERABLES

# Rates

Deliverable	Cost
Sales pro for cold calling	10 hours p/wk = \$850 15 hours p/wk = \$1275 20 hours p/wk = \$1700
Lead automation campaign set up	2 hours set up time = \$130
Script creation	2 hours = \$130 (unlimited revisions)
System set up sales force hubspot Business email	Included no charge
Strategy session	2 to 3 hours included no charge
Ongoing one hour weekly meeting	Included no charge

Month to Month	8 weeks	12 weeks
\$3660 (Includes all the above and 10 hours call time)	\$6660 (Includes all the above and 10 hours call time)	\$9260 (Includes all the above and 10 hours call time)
\$5360 (Includes all the above and 15 hours call time)	\$9860 (Includes all the above and 15 hours call time)	\$13760 (Includes all the above and 15 hours call time)
\$7060 (Includes all the above and 20 hours call time)	\$13060 (Includes all the above and 20 hours call time)	\$21120 (Includes all the above and 20 hours call time)

## PROJECT SCOPE OF WORK & DELIVERABLES

# Terms

### T&Cs

Payment is due upon receipt of invoice, billing will occur month to month, Invoice to be paid in advance for each 4 week service block.

We can terminate our service at any time, service paid for will be fulfilled prior to terminating agreement.

We do no offer a appointment or a lead guarantee

Month to month cancel anytime prior to the next billing block

8 and 12 week campaigns are committed to the full term length and are billed monthly.

Select campaign length, package price and inclusions outline on page 15.

Month to month	8 weeks	12 weeks

Total cost: \_\_\_\_\_

#### SIGNATURE

By signing this document you represent to us that you are a duly authorised representative of your organisation and upon its behalf agree to be legally bound by its terms and conditions. You hereby accept and authorise the commencement and payment for the project described above.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Signature: \_\_\_\_\_