



- OFFICES
- CAMPAIGNS



GLOBAL SDR TEAM AS A SERVICE

Why do you need it?

You're trying to scale up outbound sales efforts. Sourcing, hiring, and onboarding new sales talent is tedious and time-consuming, leaving you with less time for real sales activity. We'll work side by side with you, leveraging our expertise, to get maximum effectiveness and efficiency right out of the gates and give your reps more time with strategic leads.

What makes this different from any other outsourced SDR agency?

We don't try to fit your needs into a box - we start with the fundamentals then continually audit and optimize your campaign. Whether it's more calls, new messaging, or another channel of communication, we do what it takes to get you into more conversations with your best next customers. Plus we provide real-time reporting with total visibility into our process, activities, and learnings - no mysteries!

What is it?

We will build, operate, and maintain a scalable system for outbound sales including the sales stack, all necessary contact data, complete messaging, and sales activities. Implementing this service provides:



Perfect Prospecting

We've mastered the fundamental formula: **target + message + channel + timing**. We bring these critical components together in one campaign.



An Entire Global Team

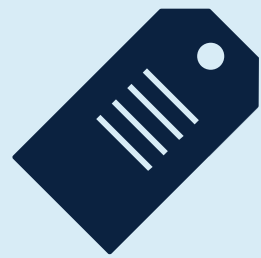
We have an entire Global Team supporting your campaign along the way with local regional knowledge and experience. We can spin up a new region in a matter of days if required.



Sustained Effort & Scalability

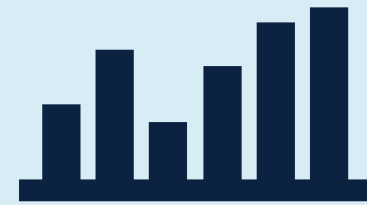
Unlike standard hiring, we guarantee our sales activity levels and can scale up rapidly to reach your sales goals.

SDR AS A SERVICE – HOW WE CAN WORK TOGETHER



FOCUS ON SALES

- Appointment Setting
- Follow up/Second meeting arrangement or any other ongoing support required over the full sales cycle
- Social Selling and profiling techniques



FOCUS ON DATA

- MQL Follow up and qualification
- Database building
- Company Profiling
- CRM Management
- Account Mapping



FOCUS ON MARKETING

- Event Promotion
- Attendance and follow up support
- Account Farming
- Account Based Marketing
- Integration with internal marketing teams



FOCUS ON TECH

- Full Tech Stack investment made
- Marketing Automation Technologies
- Sales Automation Technologies
- Mobile identification technologies
- Social Enablement technologies
- Customer Portals
- Data House platforms

***YOU'RE IN
SAFE HANDS!***

GLOBAL SDR TEAMS

12 YEARS SUCCESSFUL EXPERIENCE

CLIENT RETENTION 83%

60 SDR'S COVERING 20 LANGUAGES

***10 MILLION END USER
PROSPECT RECORDS GLOBALLY***

***REGIONAL ACCOUNT MANAGEMENT, OVER
1000 CAMPAIGNS DELIVERED GLOBALLY***

SUCCESS IS IN THE PROCESS

The Origin: Data

*(Custom data builds,
identifying buying
personas, messaging
formation)*

The Value: People

*(SDR Team, Recruitment,
training, management,
data, technologies,
customer success)*

The Method: Omni Channel approach, Phone, Email, Social

The Contact Centre: 100% LIVE

*(Group training, objection handling
sessions, data building techniques,
social techniques, knowledge
transfer, 50 years experience)*

1. THE ORIGIN: DATA

Intelligent Prospect Identification

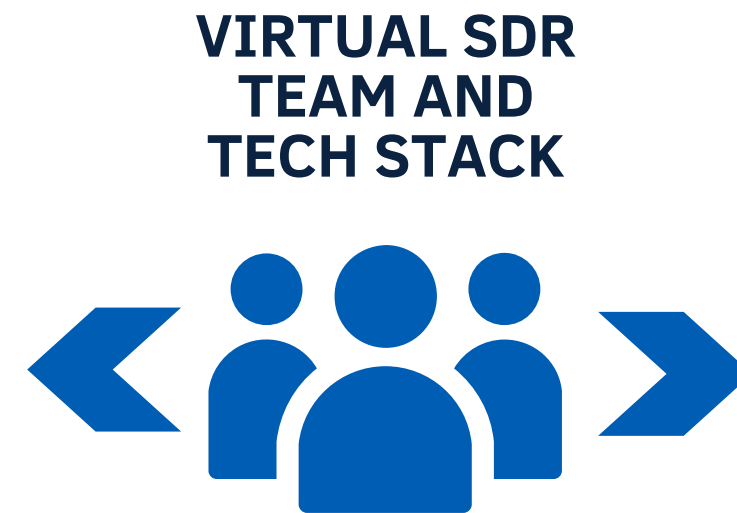
- Access to 'install base' information for over 200 technologies.
- Extensive database to produce targeted lists for our client needs.
- Mature contact data: mobile numbers, email addresses, direct dials
- in order to have conversations with key decision-makers.



2. *THE VALUE: PEOPLE*

Business development as a profession

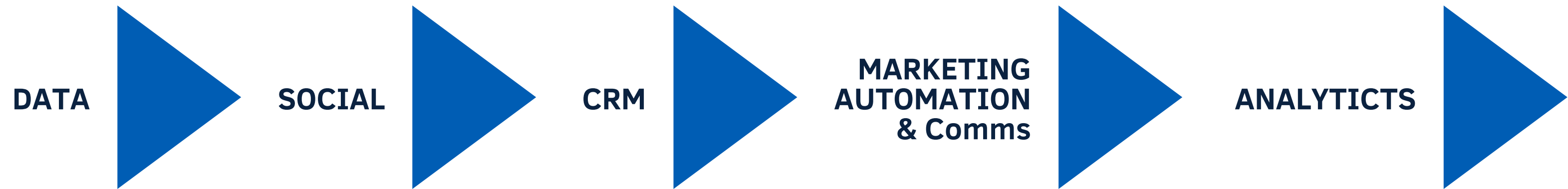
- Dedicated experts with an Industry-leading performance culture that breeds success
- Look, act and feel as if a part of your business
- Access to and ownership of all data created each day
- Tele, Email and Social Prospecting capability on integrated platforms
- Market-leading resources
- Investment in Technology and People



- Creating End User SQL's with a time and date for the Sales Team to engage
- Nurturing prospects
- Working with clients to accelerate opportunities
- Profiling key target accounts
- Ongoing prospect insight and reporting
- Feeding sales leads into agreed portals/CRM
- Integrated Reporting
- Data Sourcing
- Maximised market opportunity

3. THE METHOD: SOCIAL, MAIL AND PHONE

A high growth methodology that combines three different channels in order to achieve the customer's goals



4. THE CONTACT CENTRE

Unique Client Portal

- We provide a unique client portal into our CRM that gives real time access to all campaign analytics including.
- The portal and dashboards can be customized to show all campaign statistics.
- Each customer receives an individual log-in that can be shared internally and can be used for reporting back to management.
- It also allows customer to track the campaign ROI



WHAT OUR CLIENTS SAYS ABOUT US

The Client Service Team:

- They are very nice to work with
- They Always reply quickly when we have questions
- They Always make sure we get the best customer service... they never see anything as a problem
- They make sure that everything is always well organized

It's a pleasure to work with these ladies!

The reason we choose The Point Company is they see themselves as part of our extended team and share our passion to accelerate our customers' offer in the market to create sales. Because they specialize in IT, they are extremely knowledgeable about our markets, products, and services in general and can quickly grasp new technology offers.

They work closely with us and individual vendors and partners to establish exactly what's needed and actually what a qualified lead looks like for them. They're usually the ones to spot before anyone else if the campaign isn't resonating and are very proactive in coming to us to suggest changes in approach. We value their tried and tested processes for set up and management of campaigns as well as regular reporting to stakeholders.

We have been working with Meeting Point for 5 Years for Lead Generation Campaigns across our Vendor/Service Portfolio. Our engagement with the Senior Management Team, Campaign Manager and Internal Sales has exceeded expectations and throughout the Customer Service Process we have been suitably impressed with Activity, Response and Ongoing Support that we receive.

We have been so impressed with the pace at which the team got up to speed and were able to start producing high quality leads for our sales team, this was down to a clear, simple and well managed on boarding process with the Client Success team. We have worked with several other companies in this area in the past and I can say for certain this has been the easiest and most productive relationship to date by some margin. Based on results we are exploring more ways to work together and build out the partnership for the future.

AWARDS AND RECOGNITIONS:





Please review our website for further
information on our services

www.thepointco.com



United Kingdom

56-58 Clarence St,
Kingston upon Thames
KT1 1NP

Tel: +44 (0) 844 504 7536

Texas

100 Congress, Austin,
Texas

Tel: + 52 5519573155

Mexico

Av. Acanceh Manzana 2 Lote 3 Piso
3b Supermanzana
Cancun, Quintana Roo, CP 77504

Tel: + 52 5519573155

Phillipines

Citibank Center, 8741 Paseo De Roxas
18th Floor, Makati City
Manila, 1221 PH

