



our mission

The goal of our Sales & Marketing Workgroup is to boost the effectiveness of our client's sales and marketing efforts through a proven suite of customized, closed loop, and integrated sales and marketing solutions designed to produce timely, high-quality, measurable, and scalable sales results that deliver a superior ROI. Through the development of cost effective multi-channel marketing systems, improved sales processes, shortened the sales cycles, enhanced customer loyalty, and outsourced sales and training solutions, we help companies to identify, convert, and develop strong and lasting business relationships that are necessary for long term B2B and B2C success. **What's your missing Sales & Marketing piece?**



practice areas

:: Multi-Channel Marketing Systems ::

Our multi-channel marketing campaigns take your **best message** and deliver it to targeted prospects in a comprehensive outreach approach including acquisition emails, data append, co-registration, banners, direct response, viral marketing, voicemail and live transfer marketing, and SEO & SEM campaigns designed to **maximize your ROI**.

:: Marketing & Customer Research ::

Relevant and conclusive research designed to identify, confirm, and **assess key market opportunities**, validate positioning, **identify new markets**, marketing channels, and target customers. Competitive analysis, customer satisfaction research, and complimentary business line & alliance identification. Whether you need to identify a new market, , identify competitors, barriers to entry, or just need additional resources to research a specific marketplace for you, Optimus can help.

:: Outsourced Sales & Marketing ::

Outsourcing sales and marketing is one of the fastest ways to scale your business efforts. Optimus helps clients outsource some or all of their sales and marketing efforts, **migrating high fixed overhead to create variable expense models** that are tied more closely to your overall bottom line success, and get the results you need quickly.

° Multi-Channel Marketing Systems

° Sales Process Design

° Marketing & Customer Research

° Sales Training & Scripting

° Outsourced Sales & Marketing

° CRM

:: Sales Process Design ::

Optimus examines, evaluates, and helps you re-craft your sales process into a **more efficient and successful sales approach**. This includes listening, questioning, closing, rebuttal, connecting, and empathizing training and techniques. Next we look at the sales process itself, and the objective, process, and materials your sales people use to reach their targets, including qualifying, researching needs, creating the value proposition, & presenting a solution.

:: Sales Training & Scripting ::

Unique sales training and sales management solutions to help sales teams develop and maintain a client base. Optimus works with clients to foster open sales environments where best practices are shared among the sales staff and at all touchpoints. We provide scripted messages, coaching, & training for all levels that **effectively convey the essence of your best approach** for acquisition, retention, and long-term customer loyalty.

"You can say the right thing about a product and nobody will listen. You've got to say it in a way that people will feel in their gut. Because if they don't feel it, nothing will happen.."

- William Bernbach

:: CRM ::

Capitalizing on flexible and customizable platforms and using survey, transactional, and relationship data and solutions, Optimus can help you **make the most of every contact, prospect, existing client, and past client**, providing real time feed back on the specific customer experience.

our value

° **Uniqueness**. The Optimus Sales & Marketing approach represents an innovative approach to solution development.

° **Integrated Solutions**. Our solutions are end-to-end and designed to coordinate with and complement existing resources.

° **Efficiency**. Our approach saves clients the time and cost of assembling a team, building, evaluating and refining solutions.

° **Closed Loop Designs**. Optimus is a one-stop shop for solution development. Optimus can implement the plans we develop for you.

° **Experience & Specialization**. We are an experienced and balanced team of marketing, sales, legal, and operations specialists.

° **Straightforward**. Our Sales & Marketing work is designed to be straightforward, easy to understand, and actionable.

° **Support and Service**. Our client relations processes are designed to emphasize communication, value, and quality.