



# Delivering RESULTS Through Precision

Product Launch

Customer Acquisition

Field Detailing

Customer Engagement

Retention





For established  
**BRANDS**  
that absolutely require  
**increased**  
market share,  
we quickly build & scale  
turnkey repeatable  
**RESULTS**  
through face-to-face  
customer interactions



# Achieve Your Market Potential

Getting to the right customers in the right locations with the right timing can be a challenging task. Every day, you are faced with:

- Getting new markets up and performing quickly.
- Your team working to maxed potential but new products being added to the portfolio that diverts their attention.
- Territory expansion in under-covered markets.
- Market penetration being challenged due to competition, commoditization, and/or regulations.
- Markets needing professional coverage, but only for a limited time.



Sales Partnerships has helped companies solve these challenges for 20 years. Whether it's a new product market launch, scaling your field sales presence, executing win-back campaigns, or increasing results in existing accounts, we can help by providing turn-key sales and marketing outsourcing services that protect your brand while generating more revenue faster than your company can do alone.

# Quickly Built Capabilities to Realize a Sustainable Advantage

Sales Partnerships delivers results by constant focus on improving every element of selling. Our capabilities — the right people, understanding market and demographic data, and vast experience — make us the best collaborative partner for driving lasting results. This has helped us become the gold standard in external selling partners.

Over our 20-year business history, we have perfected our unique and proprietary approach to ensuring every Sales Partnerships client receives a team that delivers an amazing branded experiences and measurable ROI. The result is a turn-key sales and marketing outsourcing solution that helps your organization tackle the following challenges quickly and professionally:

## ▶ **PRODUCT LAUNCH**

In as little as 30 days, we can build a sales program aligned exactly with your brand values and business objectives. We'll form the exact field sales team needed to successfully engage with target customers, effectively communicate your message and increase revenue.

## ▶ **CUSTOMER ACQUISITION**

Beat quotas, tackle complex market challenges, and expand market dominance with a dedicated sales force that serves as an extension of your brand. Armed with robust market strategies, custom plans and knowledgeable specialists, you will have all the tools necessary to identify, engage and nurture new customers.

“

I was impressed at how fast they got our field teams out in the market. Their reps started training and were shadowing managers in the field four days later. What really became invaluable was the customer input they provided with each interaction. We've used that data for future product development.

› Senior Director,  
Financial Services Company





## LEADER

in sales outsourcing. Gold Stevie  
Award Winner for Sales & Customer  
Service 9-years running.

### ► CUSTOMER ENGAGEMENT/PHARMA DETAILING

Our field customer teams provide non-sales support, such as education for buyers, partners, practice leaders and existing customers. These face-to-face sales enablement programs work to enhance brand affinity and increase the lifetime value of your customers.

### ► RETENTION

Our highly-trained teams can target existing accounts to prevent the risk of customer churn, reduce customer turnover and save at-risk accounts.



**5 billion**  
of incremental  
**revenue**  
for our clients

## Our Reps Drive Profitable Outcomes for Brands in Highly Competitive Markets

### Your Product / Service

#### Analyze

Leverage predictive analytics, historical sales data and business objectives to build an accurate sales plan, market assessment and compensation structure.

**20 years**  
of learnings and  
best practices

#### Target

Optimize plans, territory assignments and recruiting activity to focus on the most promising opportunities.

Representative  
retention rates are  
**more than 2x**  
the industry average

#### Plan

Integrate data from wide range of sources and provide training for sales reps to stay up to date on brand messaging, marketing collateral and other information.

Performance  
improvements in  
**excess of 25%**

#### Field Deployment

Real-time visibility into the status of customers, opportunities and the performance of teams. On-going analysis to continually improve the program.

**40% reduction**  
in cost per sale and 25%  
increase in deal value



# Why Sales Partnerships?

## **STRONG RETURN ON INVESTMENT.**

Since 1997, our clients have seen better results and lower costs than any other option.

## **SPEED TO MARKET.**

Our sales teams are launched quickly, in as little as 30 days, and ramp to target 50% faster than industry averages, without a drain on your internal resources.

## **PROVEN RESULTS.**

You will see results, but also have access to data and analysis detailing how those results are achieved.

## **COMPLETE TRANSPARENCY.**

Unlike most other outsourcing firms, we provide complete transparency into each customer interaction. Our reporting integrates photographs and technology to ensure the program is running efficiently and your brand standards are being upheld.

## **YOU ARE IN CONTROL.**

You control the product, territory, integration with internal sales teams and which customers to target. Our job is to provide guidance and execute for you.

## **GOLD STANDARD REPRESENTATION - DAY 1 TO 1,000.**

Gain instant access to best of breed selling technology, systems, processes and expertise without making substantial investments in time and treasure to get there. Constant improvement and representation from Sales Partnerships keeps you ahead of the market.

“

Sales Partnerships has a bias for action and being pro-active whether it's following up on our questions and needs or calling us with new ideas and initiatives to make our sales plan better. They do a fantastic job of mentoring new hires and integrating the Sales Partnerships sales team with our legacy sales team. They are the key in helping us to expand our program.

› Marketing Manager, Dow Chemical



5 Time  
Field Sales Team  
of the Year

# How Can Sales Partnerships Promise Better Results Faster?

Sales Partnerships represents the best in sales process, sales automation, sales recruiting, sales management and sales execution brought to fruition. We developed most of our processes and tools and continue to iteratively improve on them over the years.



Sales Partnerships' productivity, on average, **outperforms** client internal sales forces by **more than 60%.**

In head to head competition with other selling channels, Sales Partnerships has never been out-produced in ROI for any client in any environment. **Ever.**

1.877.554.3458

