

cold closing services

The effectiveness of a sales organization is characterized by the ability to identify, qualify, develop and follow-up on suspect/ prospect opportunities received through marketing efforts. The sales organization that accomplishes this most effectively and efficiently wins the business! cold closing greatly enhances this effectiveness through a focused outreach effort involving:

- cold calling
- email marketing
- social media networking

cold closing acts as the “tip of the spear” or “first soldier on the beach” to clear a discernible path for the sales team to provide valuable solutions to critical issues with organizational decision makers. cold closing is comprehensive and focused at achieving desired results through performance based KPIs'. (Key Performance Indicators) Each Proof Prospecting and Sales Lead Partnering project is aligned with organizational objectives from both sales and marketing; and integrated into the regular selling activities of the existing sales force.

For details and to schedule a complimentary assessment please call Sales at **866 945 9449 x200** or find us on the web at www.coldclosers.com