

On-Demand Sales Campaigns

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InitioStar has worked with many organisations, large and small, successfully providing leadership and support for our client's major sales campaigns.

A question often asked of us initially is: Why would we want to use external sales resources? From the many conversations we have had over the years that started with this question or similar, our clients quickly reached their own conclusions:

- *We do not have the sales bandwidth to run the specific sales campaign, but it is of strategic importance to us.*
- *We have not yet identified a permanent sales head who we feel can meet the specific sales campaign objectives.*
- *We need someone who can actually help us define and design the sales campaign, as well as help us execute it.*
- *We do not want to divert our business as usual (BAU) sales teams.*
- *We would benefit from some additional sales management cover and support.*

Historically, new sales campaigns fall into a number of categories; it could be a major prospect or customer where there is a requirement to help run a significant sales initiative. Alternatively, it could be a campaign to sell a new product, or systems upgrade across a select group of customers. It might be that a company needs some interim sales and marketing support too.

Campaigns for New Markets, New Customers, Major Prospects and Customers



InitioStar has fulfilled many different roles during the last 10 years, so by now we have a good understanding of where we can add value, and equally where we are unlikely to. Usually we operate as part of the client's sales team, often carrying a client's business card.

Our client's customers see us as part of that company's sales team for the duration of the sales campaign and beyond. So talk to us today; see how we can assist your company to grow its sales.