

An Introduction To

True Sales Results

TrueSalesResults
Grow your sales faster with less risk



<http://truesalesresults.com>

We Help Grow Sales

We typically work with VCs, CEOs or the VP of Sales & Marketing.

We help companies who need to meet their sales pipeline & revenue goals by selling complex solutions to Fortune 1000 enterprises.

We create value-based content, provide integrated sales and marketing for go-to-market, and sales acceleration programs tailored to your exact resources and priorities.

We deliver and report on outcomes such as revenue & pipeline, not activity.



- 1 New companies going to market.



- 2 New products, markets or geographies.



- 3 Kickstarting stagnant marketing or sales.

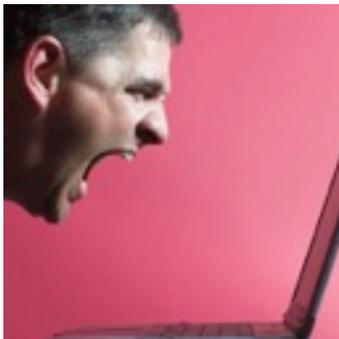
One-Stop & Project Services



1



2



3

SERVICE	HOW WE ENGAGE	OUTCOMES
Rapid Kickstart Assessment	We always recommend you start with a rapid business discovery which includes a value-based messaging snapshot, a review of your inbound and outbound campaigns & your sales pipeline conversion data.	Gaps & practical recommendations to build a quality sales pipeline and convert into revenue.
Go to Market Execution Programs	We plan and execute your end to end inbound and outbound demand creation, from value-based messaging to lead nurturing via marketing automation, outbound sales development and tele-prospecting scaled to your budget and needs.	Quality value props, messaging, fresh ideas and discipline to generate and convert demand to meet your sales pipeline and revenue goals.
Sales Acceleration Programs	We define a working service level agreement between sales & marketing, develop your sales discovery process, onboarding or territory development to help you improve deal sizes & compress inefficient sales rep ramp-up cycles.	From sales playbooks to sales 2.0 training and best practices community sharing.

We also provide a la carte marketing and sales services, from strategy and value-based messaging to demand creation, inbound web sites, outbound content and campaigns, social media strategy and execution, blogging strategy and execution, sales development and outsourced sales, interim VP of Sales & Business Development services.

We Deliver Real Sales Results

Here is what our customers say about working with us....

“When we started working with TSR two years ago, we were selling chaotically and not surprisingly at a very low win rate. Through the TSR frameworks, methodology and training, we have now improved our win rates by 5X! We’ve also grown our average deal size considerably and a lot of that is attributable to the structure and sales execution consistency we can now achieve as a result of working with TSR.”

Rob van Es. SVP. WW Sales, Aria Systems



“The amount of progress we were able to make in our salesforce working with TSR and the pace of improvement we were able to deploy into the field was 10X what we were able to do on our own prior to engaging TSR.”

Jim Yares COO CrownPeak

TrueSalesResults
Grow your sales faster with less risk

