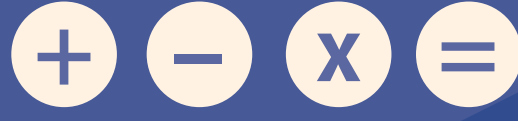


FUNDAMENTAL ELEMENTS OF A

Sales machine built to...



the economics of the buy, build or *both* equation



When building a sales machine, costs add up quickly.

TALENT



SALES MANAGEMENT



HUNTERS



NEW BUSINESS DEVELOPMENT



CLOSERS



OPPORTUNITY MANAGEMENT



FARMERS



ACCOUNT MANAGEMENT



SALES TRAINING



SALES COACHING & MENTORING



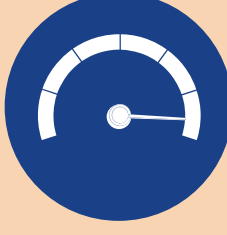
CRM IMPLEMENTATION & SUPPORT SPECIALISTS



MARKETING STRATEGY & EXECUTION SPECIALISTS



INFRASTRUCTURE



CRM



MARKETING AUTOMATION



INTEGRATED WEBSITE



But If You Play it Right, **A Big Spend Isn't Necessary to Win**—Using the Right System and Putting the Right Players in the Right Places Is. **There Are Choices...**

Build if you have:

- Money to burn
- Strong sales leadership
- Proven scalable model
- A fully built infrastructure
- Sales specialization
- CRM expertise
- Time
- Bandwidth
- A strong lead generation funnel
- Experience in (and enthusiasm for) effectively leading sales campaigns on all fronts

BOTH

- If you have...*
- Effective closers and farmers
- But need...*
- Hunters
- If you have...*
- Some organizational pieces in place
- But need...*
- Enthusiasm and expertise for leading sales efforts on all fronts
- If you have...*
- Basic CRM tools
- But need...*
- CRM discipline and accountability

Buy if you have:

- At least \$150K to invest in your front end
- A desire to gain market intelligence
- A strong sales leader, but no specialization underneath
- A lack of expertise, desire, or bandwidth to build and lead an inside sales team
- No CRM expertise
- Not yet identified which market(s)

Consider these results one software company saw in **JUST ONE YEAR** of working with NuGrowth's digital marketing and business development teams:

246%

increase in closes associated with marketing qualified leads

231%

increase in revenue associated with marketing

27%

decrease in the costs of closing a new opportunity

When choosing a partner, look for a team with whom your company is culturally aligned, a team you can trust, and a team who can demonstrate proven results in the field.

Partner effectively.

About NuGrowth: NuGrowth Solutions helps organizations grow their businesses with pace and purpose. We build and lead results-oriented, "sales as a service" business development teams and support them with exceptional lead gen marketing—utilizing our proprietary territory management methodology to generate leads, build pipelines and increase sales for our clients.

