

Professional Sales Program Development

Increase Your Sales with a Structured, Professional Sales Program



One Big Broadcast(OBB) Sales helps businesses identify, attract and engage with ideal customers to maximize sales opportunities. We do this by multiplying their visibility and opportunities in the marketplace and developing customized programs to address their specific needs. We combine enterprise level multimedia marketing and tools with the basic physics of sales and develop solutions that are extremely effective at a very affordable price. We can assist you to develop a sales plan, manage your outside sales team, or share you message using the lasted multimedia tools. Our services are available on a stand-alone basis or combined

Why OBB Sales?

- To reach more prospects, increase sales opportunities, sales, and profitability.
- Organize your sales process, track and follow up on contacts reliably
- Customized sales program; Easy to understand and execute
- Provide direction to a sales team
- We provide the logistics of success rather than theory to meet your sales goals
- Increase new accounts, take the pain out of prospecting and grow your business.
- Our nut & bolts solutions for small to medium sized businesses are based upon years of experience, not from an "Ivory Tower" or a book



B2B Sales Program Components

- **Program Overview** - The Sales program is designed so you can understand and implement the program yourself or direct a sales team to follow your process.
- **Sales Plan** - A comprehensive document that includes Mission, Goals, Target Markets and Strategies
- **Target Markets/Prospect Lists** - Vertical/horizontal targets, product specific markets and components
- **Sales Story** – Scripts which can be used by your sales team; cold call, voice mail and follow up scripts
- **Sales Materials** - Sales materials customized for your markets.
- **Prospecting & Business Development** – Legacy K& cutting edge process & tools, telephone scripts, email, web, social media, mobile etc.
- **Call Tracking & Follow Up** - We develop a process that fits your organization and resources to capitalize on every contact.
- **Face-to-Face - Qualification – Presentation - Discovery** Customized qualification questions, materials, contact forms and discovery questions.
- **Prepare Proposal** - We work with you to create multiple templates to respond quickly to requirements.
- **Present Proposal** - The key to a successful presentation is preparation, we work with you to ensure you are ready to answer tough questions and present your solution
- **Close the Sale** - Sales close when a salesperson knows the customer, their requirement, customer's problems and goals

The Physics of Sales

- You need to tell your clients what you have
- The more people you talk to the more sales you make
- The more time your sales team spends talking to prospects, the more sales you make
- If you do not track sales activity and follow up, you lose sales
- Few organizations have a combined traditional and multimedia approach to finding new business
- Most sales people do not like cold calling and prospecting

Pick & Choose

- OBB Sales components can be implemented in total or with any mix of the individual components. Our purpose is to increase the sales results for our customers through the utilization of focused and proven marketing tools.

Testimonials - Get Proven Results!

"Since partnering with OBB, our sales numbers have jumped from \$32.5 million to just over \$83 million – a 32% annual increase and still climbing! OBB worked to design and develop custom, dealer-centric lead-generation tools, all aimed at increasing our bottom line. We've tried many different dealer tools and platforms out there, but none of them came close to what OBB continues to do for us every day. These guys have some sort of lightning in a bottle solution!"

- Flynn Yeo, Key West Ford New Westminster, BC, Canada

"We implemented OBB's social and member portal a few months ago. We are breaking into the most fiercely competitive commercial Real Estate marketplaces on the planet and need and edge. Within 3 months the OBB platform has attracted a couple exclusive multimillion dollar deals that we would have never achieved without. These guys have the engine and know how to make it deliver huge results."

- Rene Palsenbarg, Marcus & Millichap – Vancouver, BC, Canada