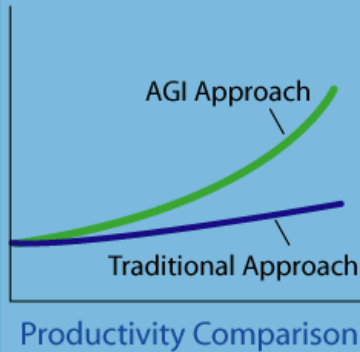




Product & Service Overview



Productivity Comparison



What is a New Customer Acquisition – Revenue Generation Program?

When Alliance Group International uses the term Revenue Generation Programs we are defining the “go-to-market” programs that achieve sales revenue goals for your organization by acquiring new customers. We take this as our challenge as new business is often responsible for a large portion of the total revenue plan. We have highly refined processes and models developed over the past 18 years that enable your company to:

- Formulate strategy around new business revenue requirements
- Calculate sales lead requirements to achieve revenue goals
- Initiate relationships, then move quickly from suspect to prospect to qualified prospect leads at the volume required to achieve sales goals at lowest costs
- Develop power flow identification at parent (corporate), divisional and site level
- Map decision makers, influencers, titles and functions
- Identify short, mid and long term sales projects and initiatives
- Route, track and manage the qualified sales opportunities through closure
- Determine opportunity assessment and penetration figures for target accounts

AGI approach key differentiators:

- AGI “Touch Wave” process results in higher contacts rates, higher sales opportunity conversion rates and higher field sales close rates when compared to traditional lead generation approaches:
 - AGI has developed the ultimate combinations of process, people and direct marketing technologies that achieves new business qualification rates of 12-41% vs. 5-8% of competitors to raise the bar
- AGI programs also integrate your marketing calendar with the right combinations of direct marketing tools and messaging for optimal results:
 - Database/list, email tools, call center IB/OB, direct mail, digital marketing, lead management, tactical reporting and program analysis

What is the value of an AGI run New Customer Acquisition Program?

Customer acquisition is like striking Gold! AGI programs add more gold to your new customer portfolio. Alliance Group has cracked the code on a new and unique methodology for new customer acquisition. Using AGI on your prospective campaigns, will allow your organization achieve project win rates that are higher than the current methods on the market today, guaranteed. You will receive:

- Optimized sales revenue generation from new target markets and accounts
- Sales leads created with brand preference in your favor
- Increased sales opportunity yield from fewer prospects interviewed
- Increased field sales close rates from the leads

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How do we engage?

- Establish the plan and methodology around your revenue goals
- Select key vertical markets and target organizations
- Review positioning, messaging and communications tools
- Develop the go-to-market touch plan and tactics
- AGI uses a comprehensive implementation process for each program
- Database review and parse
- Data supplementation
- Perform in-depth research to map pertinent corporate and divisional contacts
- Execute the go-to-market touch plans to interview, to profile and to confirm title and function and responsibilities
- Discover pain points, priorities, budgets and initiatives
- Fulfill relevant literature, solution materials to educate on the solutions
- Lead routing, tracking and management
- Track marketing campaign source effectiveness

Deliverables:

- Planning:
 - Best practices roadmap and program documentation
- Execution:
 - Systems infrastructure set up and development
 - Knowledge transfer to team
 - All functional data collected, mapped and archived in your smartbase
 - Increased inquiry and awareness flow
 - Qualified sales opportunities generated in new target markets and accounts
 - New contacts incubated into future sales opportunities over time
 - Sales lead status tracked and measured through sales process and closure
- Management:
 - Daily account management
 - Weekly reporting, benchmarks and course corrections
 - Prospect pipeline report
 - Periodic ROI analysis and recommendations
 - Technology edge
 - Lead management tools
 - Digital emarketing tools integrated with call center
 - On-line marketing & Search Engine marketing tools

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