

Quick-Start Sales Launch Program

For businesses with a new offering who are looking for help launching a sales & marketing program.



Unsure about how to properly position and roll out your new product or service

Frustrated with insufficient internal resources to market and sell your offering

Concerned about wasting limited capital on ineffective sales & marketing programs

Troubled with how to handle inbound inquiries and orders during business hours

Determined to create a business development plan that will win you funding

Challenged to launch & ramp up the sales for your offering quickly



Meta Marketing has the solution!

Meta is a leading sales support firm for companies with hard-to-sell offerings, specializing in helping new businesses to become established and get on a growth track quickly. Meta provides a unique blend of sales & marketing expertise and resources to satisfy the four critical steps necessary to launch a new business successfully:

- Packaging and positioning your offering for maximum market and sell-ability.
- Designing an effective pilot sales & marketing program to prove feasibility quickly.
- Building a sales pipeline with qualified opportunities for you to gain experience closing.
- Providing sufficient sales resources to handle inquiries, and if desired, proactively ramp up the sales of your offering, thus enabling you to meet your sales growth and revenue targets.

What type businesses are a good fit for Meta?

- Startups or existing businesses with an offering that is ready or nearly ready to sell.
- The product or service will be marketed and sold to businesses (BtoB).
- The offering is not a commodity product, but is a more technical, expensive, difficult-to-sell solution that is best sold through a consultative, value-adding process.
- The startup is looking for a sales & marketing resource with which to collaborate in the launch of the offering.
- The business owner(s) are willing to gain early "field" experience selling their own offering, allowing them to coach Meta on the best sales approach for their offering, should the responsibility for sales be transitioned to Meta.
- The startup has sufficient funding or investment capital to launch the sales & marketing efforts.



Meta's successful track record

Meta Marketing has been helping companies since 1992 to build their sales pipelines and grow their businesses. Since that time, Meta has completed 1000's of successful sales & marketing programs for 100's of clients with new offerings, targeting nearly every type & size of market, from manufacturing and service, to retail and government. New clients gain from Meta's vast experience and thus avoid making costly sales and marketing mistakes. Meta's success is largely due to the unique collaborative approach it takes with its clients, its proven 5-Step TeleProspecting® process employed on its prospecting & sales programs, and its experienced in-house sales prospecting team.

What a startup sales-launch program accomplishes for you:

- Aids the business owner(s) in the development of a business development plan to properly package & position their offering and roll it out to the market
- Targets and identifies the individuals who benefit the most from your offering and that can make the purchase decision
- Designs an appropriate marketing program to build demand rapidly and cost-effectively
- Develops messaging to identify the active buying opportunities, as well as those with "latent pain" (opportunities with need, not currently looking), that are overlooked by the competition
- Initiates a pilot sales-prospecting and market-intelligence gathering program to identify optimum target markets, beta test sites, and reference accounts, key to a successful new product launch
- Develops a pipeline of qualified sales opportunities for you to close and, if desired, take on the responsibility of sales, while reporting to you
- Gathers and shares valuable market-intelligence from your target market on an ongoing basis regarding the need for and interest in your offering, message effectiveness, price sensitivity, competitive issues, etc.
- Provides regular weekly updates on your startup campaign's progress & performance, reports significant findings, and provides input to optimize your campaign for maximum effectiveness
- Supplies the metrics and justification for obtaining additional funding



How Meta is unique

- Meta's unique sales & marketing approach identifies both the active buyers, as well as those with a need for your solution that are not currently looking, thus uncovering significantly more sales opportunities in your target market(s) and allowing you to enter your prospect's sales-cycle much earlier than the competition, enabling you to "own" the accounts.
- Meta's considerable experience marketing hard-to-sell offerings; its proven TeleProspecting® process which "targets high" to identify and sell economic and operational buyers; and its effective pain-based prospecting approach, greatly contribute to the success of your startup sales & marketing program.
- Meta works consultatively and collaboratively with its clients: First Meta helps to design and setup the best sales & marketing program to launch the client's offering, and second, Meta works with the client on an ongoing weekly basis, to optimize the program for maximum results.
- Meta's "list acquisition experts" can help you to research and acquire the best database for your target market, and our DB Manager has the knowledge & tools to standardize, consolidate, dedupe, and prioritize your DB for optimal use in your campaign.
- Meta's unwavering dedication to quality and consistency is made evident in all sales & marketing efforts and client deliverables.



How to get started

Schedule a complementary introductory conference call with Meta's startup launch team to help you to strategize and formulate the best sales & marketing program for your offering. We will help you scope a pilot program, as well as explain the necessary inputs and many outputs (deliverables) provided by Meta. Let Meta help you grow your startup from a money and time-consuming organization to a customer-oriented revenue-generating business. For more information about Meta and our services, please visit our website at www.meta-marketing.com or contact Meta at (800) 531-6382 or email erik.n@meta-marketing.com.



What client's have said about Meta:

Sungard Shareholder Systems - Cheryl Rogers, Marketing Manager

"We're hugely pleased with the quantity and quality of sales prospects you supplied during the campaign."

Torex - Jerry Dewberry, VP of Sales, Western Region

"The new accounts you've uncovered during the pilot have done a lot to help our pipeline."

AFTECH - Joe Antellocy, President

"I'm really pleased with the information you're collecting and the sales appointments you are setting for us. The pilot campaign is definitely a worthwhile investment."

Optima Technologies - Pete Dios, President

"We like the way your process works. It provides us with valuable information about our market, enabling us to make better decisions."

CarDATA Consultants - John Domsy, VP of Solutions

"I appreciate having the ability to review campaign status on a weekly basis and the ability to continuously refine our message and approach."



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