

Evergreen Advisors is an expert provider of outsourced business-to-business sales and marketing services. Evergreen uses a proprietary methodology to achieve higher revenue growth and shortened sales cycle time for Clients.

Our core services include sales lead generation, market research and market communications. We also assist Clients with execution of partnering strategies and indirect channel development.

We offer the expertise to implement high-performing business development campaigns for both supporting new products, services or markets, or for rapidly expanding qualified sales pipelines in existing markets. Our goal remains the same: to isolate and develop the best opportunities for our Clients.

"Evergreen Clients benefit from a proven direct marketing and consultative selling platform that delivers more opportunity at lower cost and imposes no new burdens on the Client's Sales and Marketing team."

MARKETING CAMPAIGN PROCESS

- Customer and Market Segment Profiling
- Prospect Data Acquisition
- Offer Development, Campaign Strategy and Collateral Development
- Offer Testing
- Active, Integrated Campaigning
- Sales Pipeline Development and Opportunity Qualification
- Inbound/Outbound information and Activity Management

OBJECTIVES

- Enable Clients to approach new market segments and/or to expand existing share
- Decrease sales cycle time and clients' cost of sales expense
- Increase client revenues and revenue quality by provisioning highly qualified, targeted opportunities
- Enable client sales personnel to improve their focus on selling, rather than research, sales lead generation and lead nurturing



GROWTH ACCELERATION

- ✓ Client have achieved greater than 30x ROI, far outpacing client internal results and expectations for marketing, sales support and business development programs.
- ✓ When new business introductions are arranged, clients receive extensive detail about prospect company line of business, financial performance, news items and executives in a PDF format, and recordings of discussions with prospects
- ✓ Campaigns can be oriented to different segments over different media with no interruption of ongoing efforts

Each of our Senior Advisors offers executive level sales and marketing process management experience.

To learn more about our solutions, please call 860.269.3735 or email us at info@evergreenadvisors.us