

BRIDGING TECHNOLOGY TO VOLUME BUYERS

Minecor provides lead generation services for the most reputable Technology, Pharmaceutical/Bio-Tech, and Financial Services companies. We compliment their sales pipelines by successfully generating predictable revenues. Many of these companies have complex products/services or complex sales cycles. Minecor, by integrating multiple sales channels into one streamlined effort, enables its clients to expand their reach without adding personnel or wasting precious resources.

 Hitachi Data Systems

















TODAY'S SALES CHALLENGES

Today's sales organizations struggle to achieve revenue goals and maintain an edge over their competition. Prospecting, selling, and account management can no longer be handled effectively by one person. These three distinct disciplines require very different skill sets.

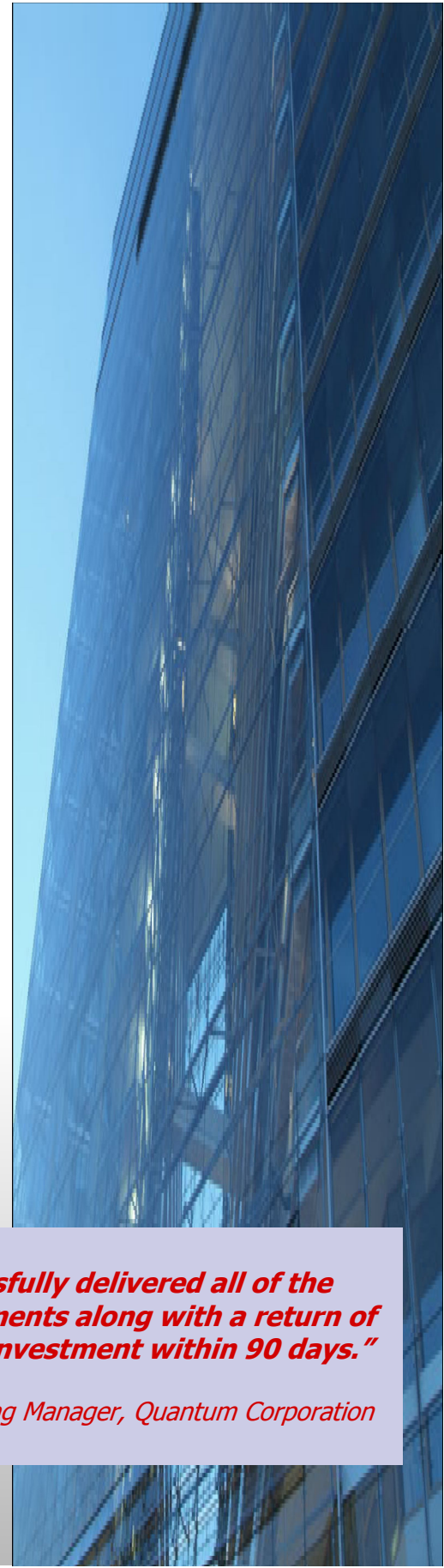
Marketing is the key to giving your sales team a pipeline to work with. Outside of using traditional marketing, most companies are left to wait for the customer to come to them, or to have their outside sales team focus on prospecting efforts. Neither is usually an effective means to garner new revenue prospects. This is where Minecor excels!

COMPONENTS OF SUCCESS PER OUR CLIENTS

- Understand channel models and capability to integrate seamlessly
- Understand client's technology and the impact of that technology within a solution
- Provide program monitoring and measurement
- Collection & analysis of market intelligence

Minecor successfully delivered all of the integral components along with a return of 10X our initial investment within 90 days."

OEM Marketing Manager, Quantum Corporation



Minecor uses its people, processes and technology to improve your Sales and Marketing results, uncovering key market intelligence, and delivering revenue.

Lead & Demand Generation

- Sales Pipeline Development through appointment setting and evaluations
- Integrated Marketing Event Management & Event Recruitment
- Channel Programs through account acquisition and territory management
- Customer base development and vertical expansion

Contact Lists & Data Services

- Access to over 19,000,000 business contacts
- E-mail addresses availability
(ask your Minecor Business Development Representative)

Market Research

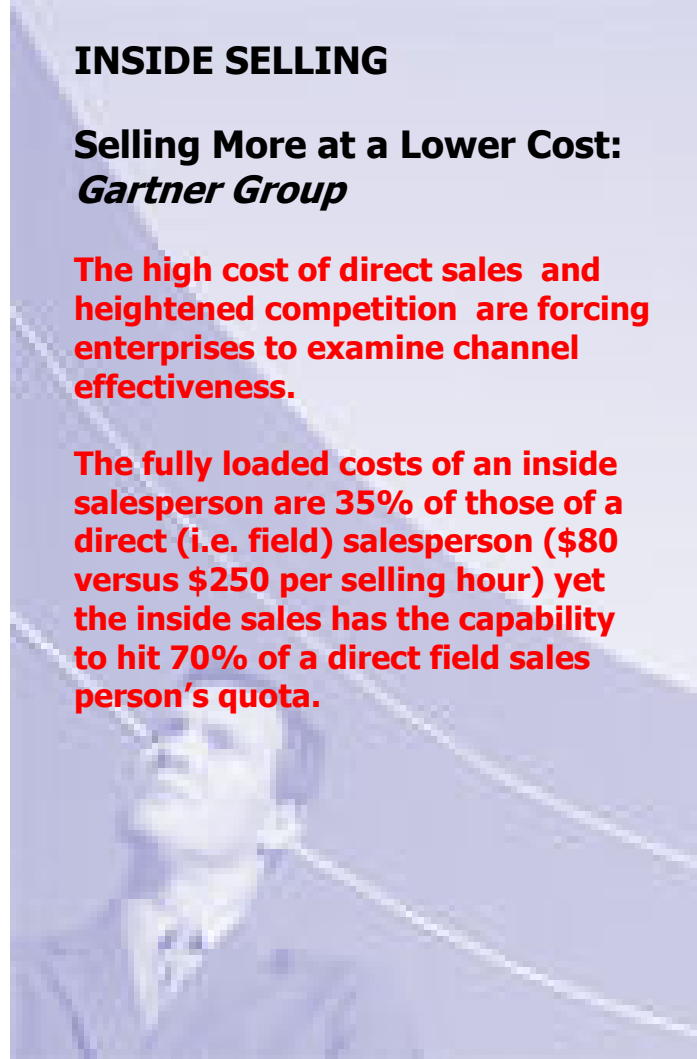
- Measure the effectiveness of your messaging and awareness
- Determine where your products/services are in relation to your competitors.
- Reposition strategy using intelligence provided by Minecor's analysts.
- Create a market research program to test marketplace before product launch actually takes place.

INSIDE SELLING

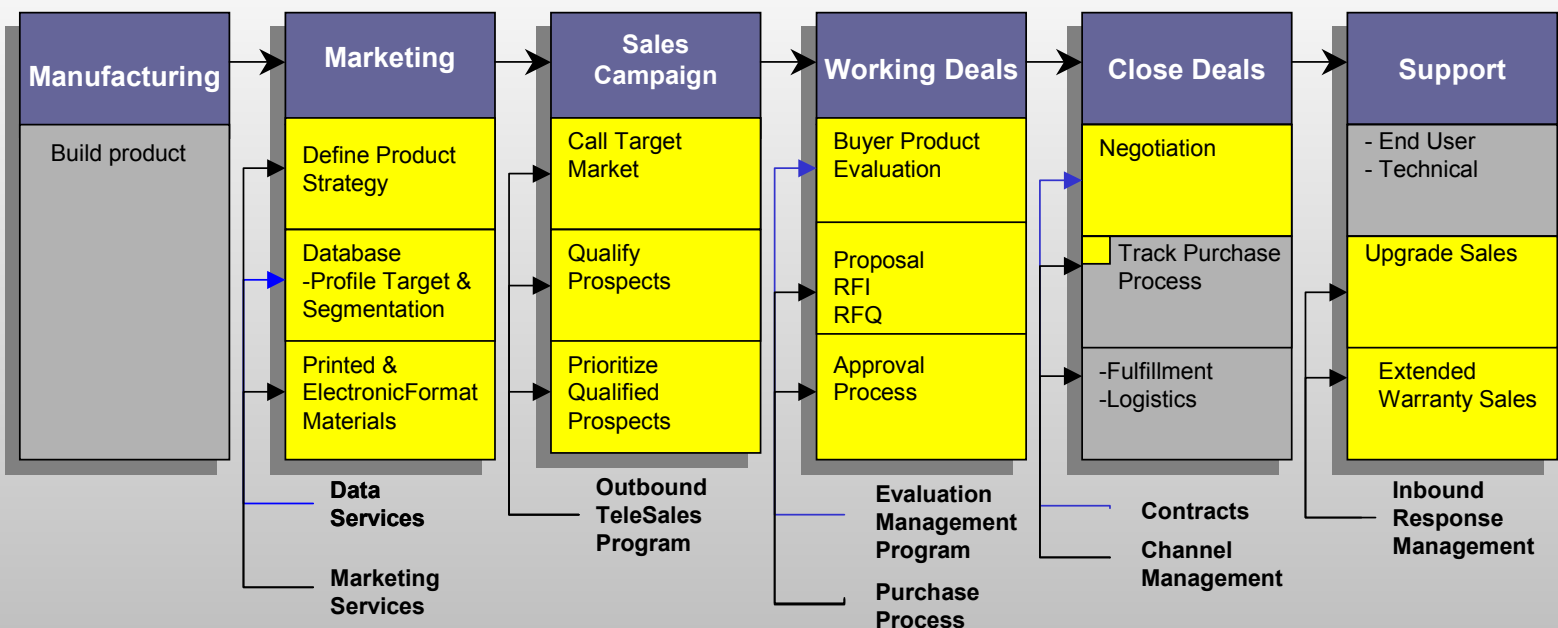
**Selling More at a Lower Cost:
*Gartner Group***

The high cost of direct sales and heightened competition are forcing enterprises to examine channel effectiveness.

The fully loaded costs of an inside salesperson are 35% of those of a direct (i.e. field) salesperson (\$80 versus \$250 per selling hour) yet the inside sales has the capability to hit 70% of a direct field sales person's quota.



Comprehensive View of Minecor Service Offerings



Minecor Team Approach

Use Minecor as a separate but synergistic extension of your own company that comes complete with three departments at your command:

- 1) **DATABASE** — Use a database that comes with a staff of experts to help you segment and prioritize your target audience.
- 2) **SALES** — A tenured Sales team with an Account Manager that you can guide based on combined strategies.
- 3) **MARKETING** — A Marketing staff that prepares custom weekly Sales Reports and periodic Marketing Reports combined with analytics and recommendations.



- Pre-launch research & planning
 - Technology & Solutions
 - Client's Business model (channel)
 - Competition
 - Verticals
 - Leveraging client's existing marketing initiatives
- Profiled Data (access to over 19 million contacts)
 - Demographics
 - Verticals
 - Size (employees/annual revenue)
 - Geographies
 - Titles of targets
- Sales Team Expertise
 - Minecor Management team
 - Minecor Sales Specialists
- Combined Prospecting Processes (Demand Generation)
 - Qualifying opportunities & **setting appointments**
 - Outbound tele-sales efforts
 - Outbound e-mail efforts
 - Build interest and foster relationships
 - Nurture pipeline as it is constructed
 - Periodic contact with future buyers
- Reporting & Performance Tracking
 - Lead Transfers (near real-time)
 - Weekly Reports
 - Periodic Market Intelligence Reports

Snapshot into an Active Client's Minecor Sales Pipeline

Minecor's Expertise

**QUALIFIED OPPORTUNITIES
&
SECURED APPOINTMENTS**

MEETINGS OCCURED

QUOTED/EVALUATING

CLOSED

Your Expertise

