



SERVICE FEATURE

Marshall Market Penetration

A field-proven outsource strategy for generating leads, securing appointments and building new relationships.

Over the past 15 years, Marshall Consultants has developed and refined its highly-effective business development (BD) process through real-world application. As a result, our clients benefit from face-to-face time with the key decision-makers they need to reach. They enjoy exceptional appointment-generation rates that are nearly impossible to achieve with the typical on/off inhouse effort. While they free up valuable staff for other high-impact activities.

We do all this for an affordable flat fee — typically employing one highly-focused session per week. The following are the key pillars of Marshall Market Penetration, a polite, persistent and brand-conscious approach that can work wonders for your company or organization.

early consensus

It's imperative to establish agreed-upon parameters and deliverables from the outset. How involved does your staff need or want to be? What do you consider to be a successful conversion ratio? How many sessions a month will your budget allow? These are some of the key considerations that need to be addressed, in order to establish a solid foundation for our collaborative effort.

in-depth prospect research

The research phase of Marshall Market Penetration is a key component to a successful BD effort. Some clients already have a hitlist of key prospects in mind. Others are looking for us to review, recommend and strategize their entry into new market sectors. Either way, Marshall is adept at identifying the real decision-makers that need to be reached.

proprietary database development

Whether we're customizing and enhancing an existing database, or starting from scratch, Marshall's painstaking research is the organizational cornerstone that empowers the ensuing contact effort. We can also create a strategy to integrate the data we develop into your current CRM infrastructure.



assistance with prospecting materials

The creation of appropriate correspondence and collateral pieces is another area where we can offer targeted expertise. Our recommendations, based on what has worked best for Marshall clients to date, are designed to augment the pleasant-but-persistent contact that is the hallmark of our outreach approach.

appointment securement & coordination

When it comes to actually setting an appointment, Marshall does all the legwork. This includes the coordinating the schedules of the prospect with your designated staff members, right through to the confirmation of the actual meeting. All your people need to do is make the presentation.

systematic followup & reporting

Following each appointment, Marshall calls for a Meeting Report, which enables your staff to provide a brief synopsis of the meeting. This aids us in the followup and lead-nurturing phase of the effort, while freeing your staff to focus on their regular duties and upcoming presentations. Should a potential client express an imminent interest in meeting again, we'll alert you promptly and expedite the process.

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Marshall Consultants, Inc. is an affordable business development outsource solution — for proactive lead generation and appointment securement. Serving clients nationwide, Marshall's comprehensive business growth solutions include strategic market research and analysis, database development and enhancement, lead nurturing, appointment securement and coordination, along with post-meeting followup and reporting. Visit us online to learn more about our field-proven process, and about how we can tailor a turnkey program to meet your needs.