



2011 CEO Sales Growth Toolkit

On January 24, 2011 Outbound Excellence releases its 2011 CEO Sales Growth Toolkit. The toolkit combines proven, turn-key, Sales Growth Process that CEOs and other Business Leaders can leverage to Achieve an Immediate Increase in Profitable Sales Growth Performance.

The following link will direct you to a webcast that provides an overview of the Social Media component of our 2011 CEO Sales Growth System:

<http://www.brighttalk.com/webcast/24865>

This webcast will provide an overview of today's most effective Primary and Secondary Social Media applications, both their Strengths and Weaknesses, and the value each of these components plays in increasing Sales, Profits and Customer Growth performance:

Primary

- Blog
- LinkedIn
- Twitter
- facebook
- YouTube

Secondary

- BrightTALK - webcasting platform with integrated interface to: Top 50 social media sites
- GroupMetrics - "real time", desktop notification of email clicks
- Blog Bridge - Programmable, Automated RSS Business Intelligence application
- Sales View - automated business intelligence / org charts / direct social media profiles
- Yoono - integrates all key social media applications into one integrated dashboard panel

Top 100 Social Media Business Applications - Dashboard Panel

We have taken the Top 100 Social Media Business Tools and Applications and integrated them into a dashboard panel that sits right on your desktop and allows you to access and leverage each of today's Top Social Media Business Tools - at the click of a mouse.

This is a "game changing" - "Free" Social Media Business Application!

http://socialmediab2bstrategies.com/OBE_SocialMedia/Social_Media_Matrix_Master.htm

Prospecting Web 3.0 Cold Calling Is Dead

Prospecting Web 3.0 Cold Calling Is Dead combines today's most effective Web 2.0 tools into an Integrated Prospecting Systems that allows you to Prospect More Effectively without Cold Calling!

Here is a brief overview of some of a number of the key components of a Web 3.0 Cold Calling Is Dead solution:

- **Business Intelligence** – With a Web 2.0 application called Sales View, you simply type in the company names of your target prospects and 24x7x365 it will search the internet and capture business intelligence on each of these companies and it will retrieve and sort this data by company and by 18 different business intelligence categories.
- **Valid Business Reasons** - This Business Intelligence will provide your sales team with all the valid business they'll ever need to get right past gatekeepers, right to their target decision makers and immediately engage them in a meaningful qualification on their first prospecting call.
- **Organization Charts** - Sales View will also provide a vertical organization chart for Tier 1-3 and some Tier 4 Companies providing a snapshot of alternate entry points as well as identifying other key decision makers likely involved in the decision making process.
- **Direct Access to Social Media Profiles** - If a target decision maker has a profile in LinkedIn or Jigsaw, Sales View will provide you with Direct Access to each profile right from the decision maker's Sales View profile.
- **Real Time Reporting and Tracking of Target Prospect Interests** - Another key component of a Web 3.0 Cold Calling is Dead system is Group Metrics.

Group Metrics - is an application that converts any link into a trackable link that allows you to track target prospect interest in real time. You can tailor the application to identify each prospect's full contact information, product or service of interest and a score of the prospect's interest.

- This allows your sales team to make calls to interested prospects while they are at work, at their desk, next to their phone, studying information on your products and services, while your products and services are at the Top Of Their Mind / Peak of their Interest.

Prospecting Web 3.0 Cold Calling Is Dead

We have developed a Web 2.0 Prospecting System entitled Prospecting Web 3.0 Cold Calling Is Dead! It takes the best Web 2.0 tools on the market and integrates them in a simple, easy to use system that allows your sales team to prospect more effectively.

Just a single one of these 7 Web 2.0 tools will provide your company with an unfair competitive advantage over your competition.

The following link will direct you to a webcast that introduces each of these applications as standalone applications as well as how to integrate these applications into a cutting edge Web 3.0 Prospecting System:

<http://davekalstrom.nextslide.com/prospecting-web-3-0-cold-calling-is-dead>

Strategic Sales Growth Resources

On Monday - January 24, 2011 - we will be releasing our CEO Sales Growth Toolkit. This is a Cloud Application SaaS that provides Inside Sales Organizations with over 100 Pre-Designed, Pre-Formatted Plug-n-Play tools that covers each of the 14 sore components of a B2B Inside Sales System.

Proven - Plug-n-Play Sales Growth Processes

These are proven, Plug-N-Play tools that you can drop right into place and immediately increase Sales, Profits and Customer Growth Performance.

<http://salescoachingbestpractices.com/>

Outbound Excellence - Services

1. Social Media Business Solution

- We will develop a complete turn-key Social Media Business System in less than 3 Business days
- This includes a Webcast, Blog, LinkedIn, Twitter, facebook and YouTube
- We'll build out these applications to ensure you are receiving maximum value from each application

All Key Social Media Applications In A Single Dashboard Panel

- Next, we'll then integrate these applications into a single dashboard panel that sits right on your desktop and allows you to see all the input from all of your key social media applications, in real-time and in a single dashboard view.

Update All Your Social Media Components With A Single Posting

It also allows you to update your LinkedIn, Twitter, facebook and YouTube applications with a single posting.

These processes will allow you to improve new sales opportunities while significantly reducing the overhead to manage your Social Media System.

Price: \$495 - We'll develop a customized Social Media Business Solution for you in 3 Business Days!

Here is a link that details this Offering:

http://socialmediab2bstrategies.com/OBE_SocialMedia/Social_Media_Offerings.htm

2. CEO Sales Growth Toolkit

Proven - Turn-Key - Profitable Sales Growth Strategy

We've developed over 100 Proven Turn Key Sales Growth Processes covering each of the 16 components of an Outbound B2B Sales Growth Strategy

16 Components of a B2B Sales Growth Strategy Job Description / Compensation Plans / Recruiting / Hiring / Training / Sales Leads / Sales Force Sizing / Sales Coaching / Account Management / Account Development / Performance Monitoring / Performance Development / Termination / Account Transition

Cloud Based - SaaS Offering

This is a cloud based SaaS offering that includes over 120 proven, turn-key sales processes that will immediately increase profitable sales growth performance

Price: \$495 - Site License / 2 Hour Training Session / 5 Telephone Support Calls / Unlimited email Support

Here is a link to our Beta Site - We are completing the site this weekend for a roll out Jan. 24th 2011 - <http://salescoachingbestpractices.com/>

Management Consulting Services

Outbound Excellence Provides A Complete Line of Sales Growth Consulting Services

- Analyze Existing Sales Growth Strategy
- Design, Implementation & Support of Sales Growth Strategies
- Interim Sales Leadership
- Social Media Sales Growth Solutions
- Sales Management Training & Development

- **Consulting Fee \$100 / hr**
- Free Consultation

- **Link To Information about our services**
- http://www.outboundexcellence.com/service-offerings/Services_Offered-Profitable.pdf

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