

The DiagnoFirst Opportunity

Problem

Thecasesolutions.com

- Highly complex sale
- Difficulty in finding and keeping reps
- Currently operating under a Sales Contract structure
- In-house sales team needs more opportunities to close business

Diagnosis

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- Current sales structure would significantly benefit from specialization
- In need of additional prospecting technologies
- Develop a predictable and steady flow of qualified opportunities to inside sales team

Solutions

Thecasesolutions.com

- Implement a highly focused fully-dedicated Business Development team
- Specialized in "diagnostic"
- Solid background
- Focus on B2B first, not full-auto
- Deploy the latest in prospecting tools
- Increase management on this single function

Cont....

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- Optimize sales process through specialization
- Create a steady flow of qualified opportunities to the existing sales staff

BENEFIT SUMMARY

- Lower overall sales costs
- Added technology and expertise
- Minimizes your risk
- Team vs. Just One
- We deliver a steady & predictable flow of new opportunities

Cost Analysis

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Cost to Hire a BDR	Monthly Expense
Salary + Commission	\$4,800/mo
Perks, benefits, etc.	\$1,600
Management costs	\$1,700
Equipment/Subscriptions	\$500
Tools	\$380

Other costs to consider:
Hiring/ firing
Training
Cost of diverting resources away from core competency

1st 90 days

What you can expect

Month 1:

- Intro/onboarding
- Define target audience
- Script creation and testing
- Publicize outbound dialing

Month 2-3:

- Full production
- Daily immediate / weekly meetings
- Re messaging
- Check and go pay-for-performance if needed

Onboarding

A Key to Our Success

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- Begin with a customer-friendly process
- Two week training
- Understand product/market and our value
- Meet new customers
- Review case studies
- Understand challenges, goals and objectives
- Need management
- Establish a commission schedule for each

A Better Choice

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Managed Service Fee	\$7,600/mo*
Technology Fee	\$400/mo
Set-Up fee	Waived
Contract Term	1yr w/90 day out

*Option to move to pay-for-performance after 90 days

COMPETITION

Other options

Call Box (Filipino)	\$ 3500/mo
LaunchLeads	\$8000/mo \$5000 set up fee
Vendere Partners	\$7800/mo +\$2500 set up fee

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The DiagnoFirst Opportunity

Problem

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- Highly complex sale
- Difficulty in finding and keeping leads
- Currently operating under a Sales Generalist structure
- Inside sales team needs more opportunities to close business

Diagnosis

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- Current sales structure would significantly benefit from specialization
- In need of additional prospecting technologies
- Develop a predictable and steady flow of qualified opportunities to inside sales team

Solutions

Thecasesolutions.com

- Implement a highly focused fully-dedicated Business Development team
- Seasoned individuals
- Solid track record
- Focus on EMR first (not full-suite)
- Deploy the talent in prospecting tools
- Focused management on this single function

Cont....

Thecasesolutions.com

- Optimize sales process through specialization
- Create a steady flow of qualified appointments to the existing sales staff

BENEFIT SUMMARY

- Lower overall sales costs
- Added technology and expertise
- Minimizes your risk
- Team vs. Just One
- We deliver a steady & predictable flow of new opportunities

Cost Analysis

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Cost to Hire a BDR	Monthly Expense
Salary + Commission	\$4,800/mo
Payroll/benefits/etc.	\$1,800
Management costs	\$1,200
Equipment/Subscriptions	\$500
Total:	\$8,300

Other costs to consider:
Hiring/Trng
Training
Cost of diverting resources away from core competency

1st 90 days

What you can expect

Months 1:

- HRing/onboarding
- Define target audience
- Script creation/testing
- Full-onboard onboarding

Months 2-3:

- Full-onboard
- Daily interactions / weekly meetings
- Reporting
- Transition to pay-for-performance if needed

Onboarding

A Key to Our Success

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- Begin with customizing process
- Review script
- Understand product inside and out
- Identify leads
- Interview customers
- Review case studies
- Understand Challenge, goals and objectives
- Meet management
- Establish a communication cadence
- CRM goals

A Better Choice

Thecasesolutions.com

Managed Service Fee	\$7,800/mo*
Technology Fee	\$250/mo
Set-up fee	Waived
Contract Term	1yr w/90 day out
*Option to move to pay-for-performance after 90 days	

COMPETITION

Other options

Call Box (Filipino)	\$ 3500/mo
LaunchLeads	\$8000/mo \$5000 set up fee
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Diagnosis

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Solutions

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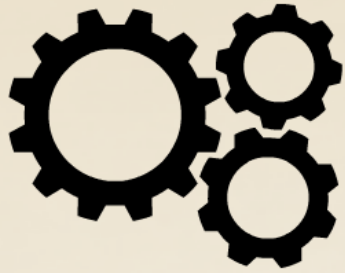
- Implement a highly focused fully-dedicated Business Development team.
 - 'Seasoned individuals'
 - Solid track record
 - Focus on EMR first (Not full-suite)
- Deploy the latest in prospecting tools
- Focused management on this single function



Cont....

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- Optimize sales process through specialization
- Create a steady flow of qualified appointments to the existing sales staff.



Cost Analysis

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Cost to hire a BDR

Salary + Commission

Payroll, benefits, etc

Management costs

Equipment/Subscriptions

Total:

Monthly Expense

\$4,800/mo

\$1680

\$1,700

\$500

\$8680

Other costs to consider:

Hiring/firing

Training,

Cost of diverting resources away from core competency



A Better Choice

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Managed Service Fee:	\$7,600/mo*
Technology Fee:	\$250/mo
Set-up fee:	Waived
Contract Term:	1yr w/90 day out

*Option to move to pay-for-performance after 90 days



Onboarding

A Key to Our Success

Thecasesolutions.com

- Begin with a custom-hiring process
- Two week training:
 - Understand product inside and out
 - Listen to calls
 - Interview customers
 - Review case studies
 - Understand ChartLogic goals and objectives
 - Meet management
- Establish a communication cadence
- Set goals