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WHAT IS OPERATIONAL MARKETING?

At first glance, a blank sheet of paper is lifeless – not worth much until it has been drawn or written upon. Or, as with origami, folded again and again to create something fully dimensional. The paper's value lies not in what it is – but in what it can be.

Coaxing something concrete from unrealized potential is the engine that drives the arts. The same process has its rewards in business as well. At CMS Solutions, we call this transformation Operational Marketing. Consider: you have a list of 1000 prospects – supposedly – but until you know who the customers are, this list is as lifeless as a blank sheet of paper. Operational Marketing uses ordinary marketing tactics to 'fold' this list with energy and vision creating something concrete: Leads. Revenue. Sales. Profits.

Operational Marketing is the science of converting data, to leads, to sales. Like origami, it's a fusion of design, process, mathematics and artistry. Typical marketing strategies – PR, advertising, direct mail – *invite* response more than create it, much like releasing a ream of paper and waiting for folded swans to come back. CMS Solutions creates and implements strategies that have a direct and immediate impact on your sales.

Your resources – both people and dollars – are by definition limited, and our processes help you quickly focus these resources on the greatest available opportunities to increase your revenue and achieve sustainable market share advantage. Our proactive approach puts your company on a faster track to growth. CMS Solutions transforms data to leads to sales, just as origami transforms an ordinary sheet of paper into a work of art. When you combine marketing tactics in a step-by-step strategic plan and execute the plan with energy and focus, you create measurable, dimensional sales results.





WHO IS CMS SOLUTIONS?

CMS Solutions began as the marketing arm of a global technology sales and fulfillment company established in 1980. In the early 2000's, the company set out to develop a systematic and cost-effective way to stay in touch with its growing network of more than 7,000 distribution partners and tens of thousands of end user customers.

By implementing a unique set of core operational marketing strategies, the company saw a 20-30% leap in sales over each of the next five years. Even when faced with a tumultuous economy, this methodology contributed to a 15% growth rate.

After receiving numerous inquiries from channel partners and members of the greater business community, the successful marketing team branched out independently to form CMS Solutions.

Today, we are wholly dedicated to helping businesses leverage our history of success with Operational Marketing strategies that improve profitability and increase efficiencies.





CALL SYSTEM SERVICES

Why should you add Outbound Call System Marketing to your operational strategy? Because it works. Call campaigns offer a flexible, scalable, and measurable solution for delivering qualified leads to the top of your sales funnel.

CMS Solutions offers the **Power of NO² Call System**™ to create and execute many types of campaigns, including:

- Lead generation
- Awareness campaigns
- Appointment setting
- Market research
- Event invitation & follow-up
- Data acquisition/cleansing

The **Power of NO² Call System**™ uses a unique methodology to find and deliver qualified leads to your sales funnel. Instead of chasing prospects who will never buy, your sales force spends its valuable time doing what it does best – *selling*. Learn more about this innovative approach to cold calling and lead generation at www.powerofno2.com. CMS Solutions Outbound Call System Marketing works great as a stand-alone lead generation tool, or can also easily synergize with other marketing efforts such as online events, trade show appearances, product launches, and eMarketing to produce even more powerful results.





eNEWSLETTER CAMPAIGNS

Information is a major driving force behind any purchase decision. To convert more prospects to sales – and keep them coming back - you must consistently provide your potential customers with valuable information. Email Marketing (eMarketing) is one of the most comprehensive, cost-effective marketing strategies in use today. Email integrates naturally with nearly every aspect of your business, creating dozens of opportunities to deliver targeted messages directly to your customers and prospects.

CMS Solutions will help you conduct end-to-end eMarketing campaigns that build active, meaningful relationships with your customers. From template design to content production to copywriting, CMS Solutions will create smart and effective materials that engage your prospects, increase web traffic, and drive revenue – creating the piece is just the first of many steps:

- Create custom eNewsletters
- Develop new, targeted email contact lists
- Develop and manage the sending schedule & process
- Categorize, act upon, and assess results

Unlike tactics such as PR, and advertising, e Marketing is completely measurable.

It can provide actionable data with every open, forward, and click. CMS Solutions will track and analyze these metrics to keep your eMarketing campaigns performing to their fullest potential.



eDRIP SERVICES

Drip email marketing is a methodology. It's part art and part science. And, like any other effective marketing tactic, it is a frequency medium. Email recipients vary in personality, need, status, and receptivity. Therefore, one email will not attract a broad spectrum of prospects. That is precisely why CMS Solutions has created a Drip email structure to maximize your opportunities to reach and connect with prospects at all levels. We send different messages, to a large group of people, over a pre-set period of time. The result is remarkable.

Drip email Marketing will jumpstart your sales by driving highly qualified prospects directly to you. And, since Drip email marketing provides frequency and message variability, when your customer or prospect is ready to buy, YOU come to mind. CMS Solutions will:

- Find the right lists of prospects for your product or service
- Create up to 5 custom drip emails
- Create a database to help you track and react to the email campaign results
- Process your incoming results and send you the leads in a format that works for you
- Create detailed call lists from interested email responders
- Schedule and maintain weekly email series
- Track your success

Our drip marketing strategy is the continuous nurturing of a prospect; making sure to say the right things, to the right people, at the right frequency.



DATABASE SERVICES

Your customer database is one of the most valuable assets your business has. Critical decisions are based on data that needs to be easily available and accessible. In order to build, grow and use your data to its full potential you need to organize and structure the content and make its use as simple and straight forward as possible. We focus on:

- Creation and customization of client database
- Creation of client workflow processes
- Creation of lead disbursement system

Monthly database maintenance services include:

- Importing/exporting existing and new data
- Keeping data updated
- Tracking email marketing services
- Providing web access to your data
- Providing initial and ongoing support and training

CMS Solutions can help. We deliver the functionality that you need to be more productive and to meet the demands of your business while providing the foundation that will keep your business *growing* and *prospering* for years to come.



SALES SUPPORT SERVICES

If our Call System represents the first tier of prospecting, CMS Solutions Sales Support Services provide clients with a second tier of contact. Tier 2 immediately follows the lead from the Call System and nurtures it into an appointment with your or our sales staff. This takes the extra work out of your sales force hands and allows them to do what they do best – SELL!

Our Sales Support Services can dig deeper, discovering answers that provide valuable information for your sales team to follow up on. Information like - Is your prospect using a competitive product? Or, do they need more information to make a decision?

Sales Support offers time and cost-saving services such as:

- Setting the appointment
- Coordinating the logistics of a webinar, presentation or meeting
- Confirming the appointment one day prior
- Following up on cancellations and no shows to reschedule

Most salespeople focus their time and efforts on customers who want to buy immediately, but lack the staying power to stay in touch with prospects who are casually evaluating your products or services. In fact, 50% of all salespeople neglect to reattempt contact with a prospect after their 1st unsuccessful attempt at getting an appointment, serious sales objection/refusal, or even after leaving an initial voicemail. Our Sales Support team will stay on your prospects until we have a “Yes”, or a definite “No.”





SALES CONSULTING & SERVICES

Even with the correct mix of marketing strategies and perfect campaign execution, your business can only perform as well as its sales processes will allow. CMS Solutions unlocks your organization's true potential and helps you achieve the greatest amount of sales with the least amount of effort.

We don't just treat symptoms. We dig deep to diagnose and repair your problems where they begin. The results? Higher close rates, optimized workflow, real business growth, and increased revenue. Working in conjunction with your own sales team, CMS Solutions will learn your sales stages and cycle, product, and applications. We take the lead from start to close and follow Client's current sales process, becoming an extension of your current workforce with the ability to:

- Perform Web Presentations
- Make follow up calls
- Walk through demos
- Send email follow ups & correspondence
- Write proposals
- Set follow ups
- Close the sale and provide payment information for client

CMS Solutions strength in sales processes can help you extend your market reach. We can help you identify more sales opportunities and expand your business. Isn't that what it's all about?





CONSULTING SERVICES

CMS Solutions offers individualized, comprehensive consulting programs consisting of any or all of our services. These programs are available as one-on-one, train the trainer or classroom style.

Not sure where our marketing suite of products fit in your organization? Or perhaps you don't have your strategic plan on paper yet. Our team of professionals can assist your company through the entire process.

Your marketing efforts need to convey that your company is poised and ready for growth and expansion. What are your sales goals? Do you have a plan to get there? What distinguishes you from your competition? What are your unique and superior attributes? Why should prospects choose you?

These are critical questions to address and resolve. And your approach must be strategic, well crafted and consistent so each and every touch point reinforces competitive superiority and provides a unified, seamless, and compelling business proposition that will help your sales team compete in a tough market.

