



Game Changer Sales

Customer Acquisition

Game Changers builds your pipeline and gets you customers. The landscape for revenue generation has changed much like the evolution of sibling departments in operations, manufacturing, accounting and Marketing - New Revenue requires New Thinking.

Our typical client profile is either: an international company expanding into the US, companies who want to launch into new markets (ex: build a channel partner ecosystem, new product launch), and/or US SMB companies who want to launch aggressive customer acquisition / revenue campaigns Nationally or Internationally. Our projects represent the client's executive vision coupled with a mutually designed plan encompassing targets, measurements, timeframes, and results bringing revenue potential into reality.

Who is a typical Game Changer Client?

The most common client engagements we have delivered are either:

- International Company expanding into the USA
- US Company expanding overseas
- SMB tech company ready to engage a sales program but not ready yet to hire a full time staff
- Established company expanding their market presence

A potential client is signing up for a project that has a beginning, middle and end. Definable costs and results are mutually articulated and agreed to in writing.

So what is different?

For one, the costs. When a client signs up for a GCS project – the project is agreed upon with cost limits and time to produce. There are no surprises, HR issues, hidden costs, and the myriad amount of challenges that arise with full time employees. Of course, in many situations, employing a full time staffed sales team makes complete sense. Game Changers contends though this is not always the go to play. Given a lack of options for senior executives, the hiring treadmill of fire- re-hire process just never seems to measure up to the vision.

With GCS, measurement is constant and our motivation is not a paycheck – but retention and growth of your account. In an analytical world: GCS success is measured in your customer accounts and our mutual contract renewal. In the employee world, lack of success means – a new year / new quota and hope the team does better.

Get to Your Number

We deliver that single most important result defined by you, for success in the next 12 months. You frame the measurement – Game Changers engages the market to see the vision become reality.

In this market – the only choice is a team dedicated & designed with flexibility, contacts, access, and process.



Game Changer Deliverables	
Enterprise Sales	
Inside Sales	<i>Our Partners</i>
Channel Sales	Social Marketing
Lead Generation	Demand Generation
List Generation	Team Development



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At Game Changers: we lead the revenue program – you can focus on your core business

Fundamentals

- Our Core business is customer acquisition
- Cross-sell within all our customer connections
- In past 12 months we have closed business: for our clients, with 6 of the Fortune 10 and 41 of the Fortune 100
- We specialize in developing / expanding market for IP based companies
- Coverage for Demand Generation, Lead Generation, Contracts, Marketing, Development, Customer acquisition, and Sales
- The client defines the measurement of success, we implement the tactical effort
- No HR, costs, benefits, interviews, hire or fire process – just positive activity
- We bring all Seven phases of market development together with our extended team
- Worldwide channel partner connections

A New Way of Looking at Sales:

Game Changers	Business Function	Typical Sales-Hire process
Defined price	Cost	Variable: Salary, raises, Vacations, Sick Days, Benefits, 401k, Federal taxes, more...
N/A	HR	Hiring, interviews, reviews, agencies, costs, policies, process, paper work, promotion,
Written factual updates once a week, F to F or phone per client requirements	Meetings	Meetings, presentations, justification, shifting messages to management, off sites, etc. Process can be a time wasting not effective real sales progress deterrent
N/A	Team Turn Over	Typical industry is 12 – 24 months. This adds costs and lowers success
Defined Term	Term	Complicated and based on a variety of results, HR factors, personality, team rankings, Team dynamics, and company shifting direction
N/A	Management time	10% -20% or more per each person
Mutual Agreed targets and pre-agreed measurable results	Results	Often not clear over time, ie: changing commitments, targets, regions, and direction

Customer Acquisition Process

ENGAGEMENT STAGE	ACTIVITY
Awareness - Socialize	Establish Market presence, aid & begin interest & demand generation, Increase awareness in press, prospects communities
Demand & Lead Generation - Educate	Lead Generation / Demand Generation Campaigns
Prospect	Introduction meeting(s) and solution / product presentation. Collect business information. Opportunity identification
Qualify & Engage	Requirements analysis. Identify Investment Opportunity, Frame Unique Selling Proposition, Champion, Key Players
Proposal & Price Quote	Validate, Target compelling event, Align purchasing process
Negotiation	Discussion and Agreement
Closed Won / Lost	Finalize Contracts or Remove from Pipeline