

# LIA CONSULTING

***"Excellence in Technology Sales Consulting"***

We are a true **sales organization**  
(we are **NOT** telemarketers)

We utilize **seasoned sales professionals**

We are singularly focused on **creating/uncovering sales opportunities, promoting company/brand/product awareness, and uncovering/collecting invaluable corporate information.**

We offer services on a **fixed-price fixed-time basis** with engagements typically lasting a **minimum of eight weeks**

Our **fees are typically 50% less** than what competing sales and marketing organizations charge for their services

We generate **significantly better-qualified opportunities** in **half the time**

We perform services either as an **extension of an existing inside sales or marketing organization**, or as your **primary inside sales and marketing arm** if none currently exists.

We offer a **satisfaction guarantee**

*Please contact us now for further information*

Dan Lia  
President  
Lia Consulting  
Phone / Fax / Voice Mail: 248-920-0997  
Email: [Dan.Lia@liaconsulting.com](mailto:Dan.Lia@liaconsulting.com)  
[www.liaconsulting.com](http://www.liaconsulting.com)

## The Situation

There are **hundreds of companies** who **want to purchase your products and/or services** and you haven't approached them yet.

If we told you we could get the **Chief Information Officer** or **Chief Technology Officer** of **every Fortune 500 Company** of your choosing to **listen** to a brief introduction and **functions/features/benefits message** detailing your company's technology products and/or services... AND also get him/her to **review** the corresponding **executive summary and information brochure**... what would be the value and benefit to your sales/marketing organization and to your company overall? **Increased revenues? Increased profits? Increased company/brand/product awareness** in the marketplace?

## The Problem

Your **task is straightforward** -- **increase revenues**. Your **problem is typical**. Your **sales representatives hate cold calling**. They would prefer to focus on the sales process itself and close the sale. They **rarely have the TIME to cold call**. They are **too busy servicing and growing the established accounts**. And **frankly, it is what they should be doing**.

## Our Solution

Our **solution is simple** and straightforward. Email us a list or database (.xls or .dbf format) of the Fortune 500 Companies you want to pursue and electronic (.pdf) files of your product and/or service brochures. We will **populate the database** with the **full name, email address, and direct dial phone number** of the Chief Information Officer and/or Chief Technology Officer -- and as the sales pursuit process continues, the full name, email address, and direct dial phone number of his **relevant direct reports**. We will also get the CIO/CTO's **executive assistant's** full name, email address, and direct dial phone number. Why? We all know how vitally important they are to **insuring your information actually gets seen** by the executive.

## The Process

We will either **speak to the executive directly** or leave a brief voicemail message highlighting your product/service's features, benefits, and **value proposition**. Also, with the executive's or his/her assistant's **permission**, we will **email** (or fax) a **personalized cover letter, one-page executive summary, and product/service brochure directly to the executive** -- or directly to his assistant to be forwarded to the executive. Why the emphasis on getting permission? We all know how much **attention an email or fax gets when it is unsolicited** -- **NONE**. Getting permission is paramount to insuring that your information will actually get seen.

After the information is reviewed by the executive and action is taken, we will methodically follow the sales pursuit process with any direct report tasked with following up, and we will continue until we **uncover an opportunity** or find that there is **no opportunity**. To **prevent wasting valuable time, determining one or the other is of vital importance**. When an opportunity is uncovered, we immediately email a **Lead Turnover Sheet** to you or your sales representative for immediate follow-up. Updated databases are emailed to you on a weekly basis.

## In Summary

Do we have your attention? Could your sales/marketing organization use our helping hand? We are a true **sales organization** (we are **NOT telemarketers**) utilizing **seasoned sales professionals** who are singularly focused on **creating/uncovering sales opportunities, promoting company/brand/product awareness, and uncovering/collecting invaluable corporate information**. We offer services on a **fixed-price fixed-time basis** (prepaid weekly) with engagements typically lasting a **minimum of eight weeks**. Our **fees are typically 50% less** than what similar sales and marketing organizations charge for their services -- while generating **significantly better-qualified opportunities in half the time**. We can perform services either as an **extension of an existing inside sales or marketing organization**, or as your **primary inside sales and marketing arm** if none currently exists. We offer a **satisfaction guarantee** that allows you to discontinue our services at any time, with no penalty charges. You are free to retain and utilize the valuable information accumulated in the database previously emailed to you without restriction.

Please contact us now for further information at 248-920-0997. If the line is busy, please leave a voice mail message or email me at [Dan.Lia@liaconsulting.com](mailto:Dan.Lia@liaconsulting.com). Thank you for taking the time to review this information -- it is greatly appreciated.

Dan Lia  
President  
Lia Consulting  
Phone / Fax / Voice Mail: 248-920-0997  
Email: [Dan.Lia@liaconsulting.com](mailto:Dan.Lia@liaconsulting.com)  
[www.liaconsulting.com](http://www.liaconsulting.com)