



As markets become more competitive and sales continue to increase in complexity, B2B organizations are struggling to hit revenue targets.

Why isn't anything working?

Companies have tried most, if not all of these solutions, without measurable success:

- Predictive analytics
- Hiring new reps
- Appointment setting services
- Auto-dialers
- Sales playbooks
- Content engagement/email tracking

Unfortunately, there is no 'magic bullet' to solve this problem. Companies lack a comprehensive solution that attacks the problem in a more holistic way.

Staccato PRO provides a proven system and process to connect and leverage your existing resources to generate new business.

B2B



Staccato™

"The way Staccato uses the Social DNA of a company, you can really build up a nice little mini branding campaign inside the company you're going after. We've actually been at trade shows where someone approaches us and says 'Hey, the CFO told me to come by and check you out.' That's powerful proof of how effective the methodology really is."

Patrick Taylor, Oversight Systems

The Staccato PRO Solution

We studied nearly 2 million outreach efforts to create a methodology that helps get your reps in front of the right people, more often. It's a repeatable, teachable and predictable process that leverages your existing resources and increases conversions. The methodology removes the guesswork of how to reach key players by providing a blueprint for success:

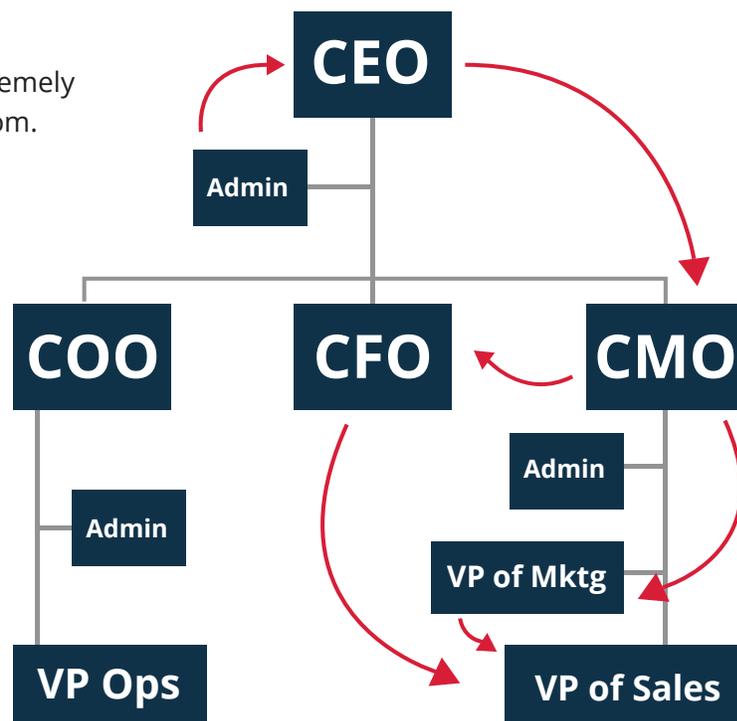
- Who to call
- Who to call first
- When to call
- What to say
- What voicemail to leave
- When to follow-up
- When to send an email

Staccato is a top-down, multi-touch approach that is extremely effective when done in a very specific order. It's not random. And it works.

Reach the Right Key Player

When companies generate appointments with anyone who will take a call, it wastes time and resources.

The most powerful element of the Staccato methodology is its ability to leverage a company's Social DNA, which is its natural internal communication structure. Prospects typically forward relevant emails/vmails to other individuals and departments, which creates an implied referral and brand awareness, increasing the likelihood of securing a first conversation with the right individual.





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How Staccato Works

Increase Conversions

Inbound leads are only useful if your sales team converts them into opportunities. Research shows that 70% of leads are never followed up on, wasting Marketing's valuable time and resources. With Staccato PRO, your reps use a consistent, proven process to reach, engage and convert more leads.

Get Ahead of Competitors

Staccato PRO helps penetrate emerging demand opportunities, which are buyers who didn't wake up in the morning knowing they needed to buy your product. They recognize their business challenge but aren't actively searching for a solution. When your reps reach buyers at this stage, they can position themselves as the perfect solution and reduce competitive price haggling—which in turn leads to more profitable deals.

Prevent Rep Turnover

Staccato is technology and methodology that helps reps consistently create more opportunities, build a predictable pipeline and sell more. When reps are successful, they earn more money—which is the key to preventing costly turnover. CEB studies show that 50% of reps will leave for only a 15% increase in base pay. Staccato PRO provides a pathway to hit their goals, earn higher commissions and help you build your business.

Ramp Up Quickly

Reps can learn to prospect the way pilots learn to fly—through simulation. Your team can practice and master the methodology prior to executing live calls using the Staccato Simulator, which is available anytime. The Staccato Simulator builds confidence, accelerates adoption and reduces the high cost of lost productivity inherent in ramp up periods.

Maximize Resources

With Staccato PRO, you can focus on maximizing the productivity of the team you have, eliminating recruiting, hiring and on-boarding costs. By providing existing reps with a prospecting tool to build the pipeline through successful outbound demand generation, you can hit revenue targets without increasing overhead.

Staccato PRO is simply the most effective way to engage B2B buyers.