

nano

intelligent guaranteed sales opportunities

You don't want more sales leads that just cost money ... you want genuine sales opportunities.

What if we could supply appointments where the client is actively looking to buy and their requirement matches your sweet spot?

What if you only paid* us when you agree we delivered those appointments?

"Half the money I spend on advertising is wasted; the trouble is, I don't know which half."

John Wanamaker

Nearly a century later, John Wanamaker would be turning in his grave - the digital revolution has resulted in not 50% but 98-99% of your marketing spend wasted - the typical conversion of web traffic is just 1-2% - yet you pay for every click and other forms of lead generation are little better - it doesn't have to be that way.

reliable sales

What if you could identify enterprise decision makers that are actively researching your offering and make an appointment with them at the exact stage in the buying cycle that you specify?

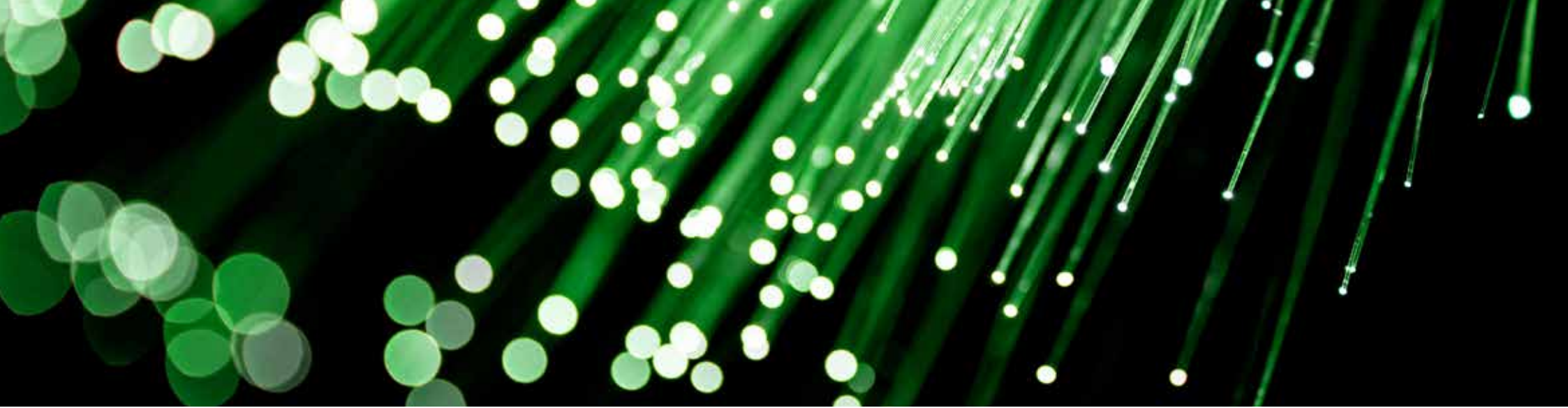
We cannot guarantee your conversion but we can **guarantee** that we will only put you in front of the people that are **actively investigating a solution** like yours, that they will fit the **profile of your customers** and **only charge for approved appointments**.

The way corporates buy has changed - it is no longer the case that a C Level decision maker will call in a beauty parade and award their business to the best pitch and leave them to drive the strategy. Now they will **appoint a team**, taken from all types of departments or

even external resources. These teams will **research the subject** through **reading specialist publications, searching for insights, reading case studies, downloading white papers, sharing articles** on social media and visiting relevant events.

Then, once they have identified their preferred solution, this team will start to **research potential partners** that can meet this solution.

We track this activity across 1.3 billion daily web interactions, across 12 billion unique page URLs and use this information to identify organisations **actively in the market** for your solution and then **make an appointment**.



Nano is much more than some smart tech, you get access to a lead generation engine, supported by a dedicated team focusing on creating your perfect sales opportunities.

This starts with a detailed on-boarding meeting where our strategists get to understand more about what you are trying to achieve, collaborate and challenge based on experience with some of the world's leading brands and create an effective business acquisition strategy.

100% prospects actively
looking for your suggestion

sales engine

Identify

Our team of best in class **data analysts** are **constantly** AB checking **tweaks** to the **algorithm** to hone the information we can access from the web to ensure we identify 100% of the credible organisations researching your offering.

Hone

Next we **cull the 75%** of these buyers **who don't match your requirement** - based on whether they match your customer profile based on factors like size, resources, geography and industry.

Engage

Experienced copywriters design, test and re evaluate **engagement pieces** to ensure we use the right tone of voice and messaging style to quickly **engage prospects and build confidence**.

Deliver

Inside sales specialists who are selected based on their **experience within your sector** will **build rapport**, get to understand prospect's **key pain points** and nurture them until they are just at the point in the buying cycle you have specified and **hand them over to your sales team**.



We started with the tracking systems designed to measure and report on prospect behaviour for the online media companies. Then we thought, as we can see this behaviour within the context of every search, visit to competitors websites, reading, membership of associations and on-line behaviour across millions of websites over the past year, doesn't this mean we can actually identify where a prospect is in the buying cycle?

identify

We collate data from these major data pools to get a clear understanding of prospect behaviour - this isn't just based on where they visit but where on the page they focus and mouse movements. This provides sight of **20-50 times more buyers than your existing knowledge.**

Data analysts compare this to past activity, identifying the spikes in online behaviour that indicate engagement in procuring a solution like yours as they progress through the 7 stages of the buying cycle.

When these spikes occur, an analyst matches the prospect and the spike (culling any irrelevant ones) to your requirements before we start the engagement process.





Having identified the decision makers we start to engage them through social media and email, our team will start to speak to the decision makers to further qualify the opportunity and build the relationship through direct phone and video conversations.

Regional inside sales teams in UK, Europe, Middle East, Singapore & USA mean we can cover all time zones with over 20 multi lingual agents.

They will identify the customers:

- Key Qualifying Criteria
- Pain
- Budget
- Decision Making Processes

From this, they arrange a phone call to further qualify the prospects suitability and arrange the next step: meeting / demo / phone call with your sales team.

Reports and call recordings are available to ensure your team have complete oversight of the conversation to date.

engage

Meeting your
sweet spot for a
customer



We understand that trying something new is a risk – and you have probably dealt with other lead generation organisations that have promised, yet failed to deliver.

What if we took on 99% of the risk - and let you keep 99% of the reward?

We know how to generate quality appointments and have access to the buzz of need on-line to feed this lead generation engine. We have little control over your brand perception, product literature and on line persona (although we will feed this back to you).

Our fees are split between a base monthly fee as a contribution towards the team and the work we are delivering and appointment bonuses which will typically account for 90-95% of our charges – both are based on your specific requirements.

Rates vary depending on a wide range of factors including the geography, languages, technical ability of the team required, the size and nature of the project and the buying stage you would like the project at. A UK campaign on our PAYG model is typically £600-£750 per

appointment or can be much less under our pay monthly programme. Remember these are sales qualified appointments where you should be converting at 3-20 times the Marketing Qualified Leads you are used to. We haven't just taken the horse to water, we have rammed a salt lick down its throat and its nose in the trough.

By answering a few questions, we can provide a quote per appointment and per month or for a small fee and access to a sample of your sales team, customers and operations team we can identify the spike trends for your specific requirements and create a report identifying the overall opportunity and likely numbers of appointments per month.

low risk



If you are ready to take this further, then the next stage would be a telephone consultation where we can get a better understanding of what you are looking to achieve and from this provide an outline costing.

Blueprint

If the figures seem appealing then we would suggest progressing to a blue printing stage where we talk to a sample of your clients, business development team and operations team to get a better understanding of their motivations and hone the spikes we are looking for and the criteria we need to use. We can then provide a detailed blueprint of the average number of spikes, the percentage that are likely to be relevant and an indication of the range of appointments these opportunities could present. This stage is chargeable and optional but highly recommended.

Pilot

We then conduct a 3 month pilot - this allows you and your team to attend the meetings and start to see some real business hitting the books from these opportunities, for us to hone our model based on your feedback and evaluate your return on investment.

Review, repeat and roll out

Based on the pilot, we then review fees (up or down), geographical criteria and appointment targets and run on a rolling contract.

next step

Remember you only pay for appointments that match your criteria