

## Sales Optimizer™

# Sales Optimizer™

– noun

1. pl. of sale.

– adjective

2. of, pertaining to, or engaged in sales:

– **Optimized**, – **Optimized**

1. to make as effective, perfect, or useful as possible.

2. to make the best of.

***It's not always the big ideas that make the most money but it is always those who sell it more, who make the big bucks... McDonalds didn't invent the hamburger but they certainly know how to sell them!***

Sales Optimizer™ from the Commence Group is a systematic approach to increase the numbers and frequently of sales and the average sales value too.

The unique program[s] that Sales Optimizer™ offers you and your sales process covers data and its enhancement, lead generation programs, training and development for your key sales staff and even Managerial support and guidance for your team and organisation.

These can be stand alone or integrated into a monthly package that best suits your needs.

Sales Optimizer™ solution's can bring real benefits to your organisation, through the tailored approach each element can be used individually or in conjunction with one another.

● **Data Enhancement Services;**

Make sure your data and database or earning you money! We review,

cleanse, segment and even build you the data you'll need to win more business...

● **Lead Generation Services;**

Generation of leads from email and telemarketing solutions, targeted, relevant and above all timely to your customers meaning you're speaking to buyers interested in your offering today...

● **Training Need Analysis Services;**

Maximise the impact of each opportunity with a highly effective sales force through personalised on the job training and monitoring...

● **Managerial Services;**

Truly unique is the ability to use one of our Sales Professionals as your very own Sales Manager / Director. Dedicated to your sales activity when you need them to be...



## Sales Optimizer™

# Case Study

**Client:**

Investors in Cyprus

**Background:**

Since joining the EU in 2004, property prices in Cyprus have increased substantially. Cyprus isn't the first place UK investors think of buying but it makes good sense for a number of reasons including; affordability, return on investment and similarities between the UK and Cypriot legal systems.

**Brief:**

Create a proposition to UK investment syndicates, Financial Advisors and other investor groups positioning Cyprus as a good safe investment with excellent growth potential.

**Execution:**

Tele-marketing campaign set up, training and mentoring of IIC staff, creation of presentation materials and sales collateral, field accompaniment.

**Search Engine Marketing, Email Marketing and Direct Mail**

**Results:**

229 properties sold to UK investors during a four week campaign.

**Testimonial:**

"You've lowered our acquisition costs by 27%."

**Mark Sykes, Property Director**

