



Sales

With Direct Alliance sales solutions, you can quickly deploy the right mix of resources to meet your needs. Most importantly, we believe strongly in the power of human interaction to create and grow long-term selling relationships.

Our services can help you generate leads for complex products, accelerate close rates with direct channels, upsell and retain customers through hands-on account management, and more.

- Lead Generation
- Inside Sales
- Sales Management and Training
- Account Management

Lead Generation

Direct Alliance's prospecting solutions build a sales strategy with a solid ROI and some of the best revenue-to-expense ratios. The objective is two-fold: to develop sales-ready opportunities for our clients and build a sales pipeline for further contacts.

Our lead management specialists conduct qualifying and informational conversations with key decision makers and influencers to uncover your sales opportunities. Prospects can be:

- Closed by a Direct Alliance **inside sales team**
- Transferred directly to your own **field or channel sales teams**
- Pursued in a **teaming arrangement** with any combination of our resources and yours



Inside Sales

Marketing your products through inside sales channels can dramatically increase sales without shifting any business from your current sales channels. Direct Alliance can be a resource of consultative-selling professionals who are hired and trained according to your inside sales channel needs.

- **Outbound sales** is one of the most effective ways to grow and retain customers, leading to increased bottom-line profitability. It is an excellent channel for relationship development and multi-call closes. Our recruiting, training, and sales management processes deliver strong ROI for both simple and complex account relationships.
- **Inbound sales** teams become the experts at selling a broad line of client products, including new product introductions, service contracts, and warranties.

Sales Management and Training

Managing to metrics substantially drives the sales performance of your products and services. Our sales management teams track every opportunity from the traditional marketing campaign to real-time relationship-building for maximum sales rep performance and product profitability.

Proven tools used by sales managers to cover every aspect of the selling cycle include:

- **Individual and team call coaching** with eyeQ360™, a web-enabled, quality assurance solution that allows reps to improve their voice and data exchanges with customers
- **Dynamic email broadcasting software and integrated telephony systems** for timely contacts
- **Internet systems** that allow the Inside Sales rep and the customer to transact business in a collaborative ecommerce environment
- **Financial applications** for detecting fraud, credit approvals, ordering and invoicing



Account Management

At Direct Alliance, we are about much more than finding the right customers and forging new relationships with them. We are about growing, developing, and strengthening those sales relationships to create new sources of stable, recurring revenue.

Our clients experience lasting benefits from that commitment to longer-term account development and growth.

- **Growth in wallet share:** Our account retention systems ensure that our clients grow their share of wallet with top accounts, quarter to quarter, year to year.
- **Strong, loyal customer relationships:** Our sales teams pursue long-lasting, profitable relationships with valued accounts. Customer loyalty increases with every contact.
- **Extended market coverage:** We can help you add new demographic segments or even whole geographies.

Learn More

Find out how our sales services, including **lead generation, inside sales, sales management and training, and account management**, can provide you with a solution tailored to meet your business needs. Contact us for a complimentary set of brochures about our services.

For more information visit www.DirectAlliance.com or contact us at 800.597.9741.