

MAST takes the risk out of sales. Gives you market intelligence, and increases your return on investment.

The risk

Companies spend thousands on recruiting, training, managing and firing sales people who fail to make the grade. This is often due to the fact that they haven't assessed the market and understood fully how receptive the market is to the product or service. Only once this is completed can the company make an accurate assessment of the profile of salesperson needed and the correct channels to market.

How

We achieve set targets for a fixed price. We line up sales meetings and attend them, representing your company. Depending on the product or service we will either close the deal or start the dialogue and prepare the ground for a large scale sales negotiation.

The solution

By outsourcing your sales to **SalesGap** we help you try out new products, messages, markets even people without investing in a full sales and marketing programme.

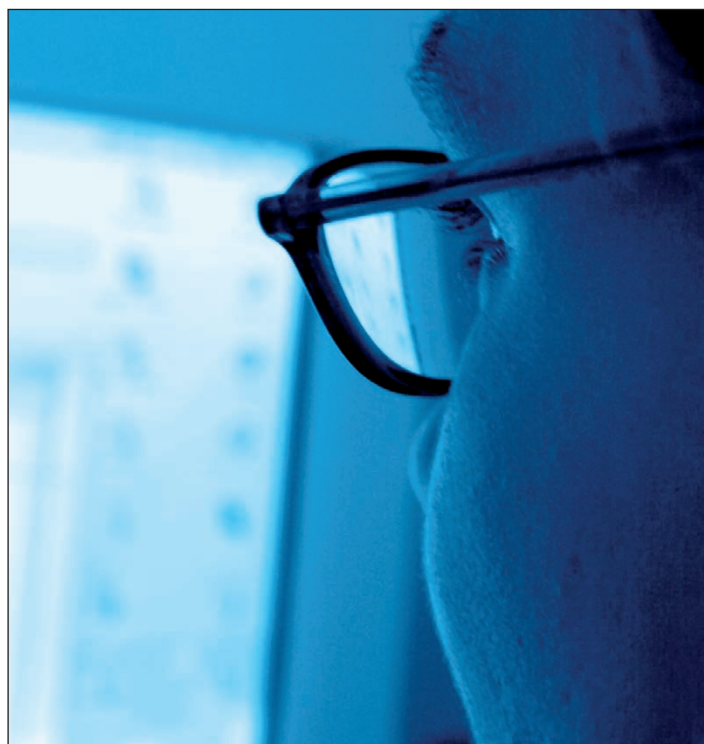
How it works

We approach the market on your behalf, looking for opportunities and testing out your value proposition.

First of all we agree a fixed number of customers, your objectives and the results you want.

Then we contact your target customers delivering your message and your approach. We arrange sales meetings and attend them as your employee. We close the sale where appropriate and if the nature of the product or solution is likely to involve a lengthy negotiation we build a strong foundation from which you can take the sale forward.

The data collected during this process is invaluable market intelligence that will inform your business strategy and if necessary help you to make changes to your product or messaging.



Use **MAST** to:

- Launch a new product
- Launch a product into a new market or territory
- Test your value proposition
- Find new business opportunities
- Test drive new marketing messages
- Follow up enquiries

MAST provides:

- Provides new business
- Gathers detailed market intelligence
- Delivers your message to the market
- Assesses the quality and acceptance of the message
- Defines a qualified 'in' or 'out' position
- Delivers quality leads
- Gives instant feedback on opportunities

For further information email info@salesgap.co.uk