

Sales and Marketing Acceleration

Fall 2010



Mission Objective

Radically increase revenue growth by:

- Delivering proven sales teams
- Shortening sales cycles
- Accelerating clients' ability to capture market share

Return Over 12X Sales Investment Using our Value Delivery Model

	Internal Team	OverDrive Team		
	Pre-OverDrive	Year 1	Year 2	Year 3
Sales Investment				
Sales Leader	\$200,700	\$200,700	\$210,000	\$220,000
Sales Representatives	449,850	749,750	787,500	557,000
Inside Sales Professionals		200,150	210,000	220,000
PreSales Representatives		242,400	252,000	290,000
25% Burden	162,638	347,500	364,875	-
Other Expenses		397,000	420,000	456,000
Total Sales Investment	\$813,188	\$2,137,500	\$2,244,375	\$1,743,000
New Top Line Revenue				
	\$0	\$26,125,000	\$44,375,000	\$71,000,000
Return on Sales Investment				
	0%	1222%	1977%	4073%
Gross Margin of 27%				
	\$0	\$7,053,750	\$11,981,250	\$19,170,000
Return on Gross Margin	0%	330%	534%	1100%

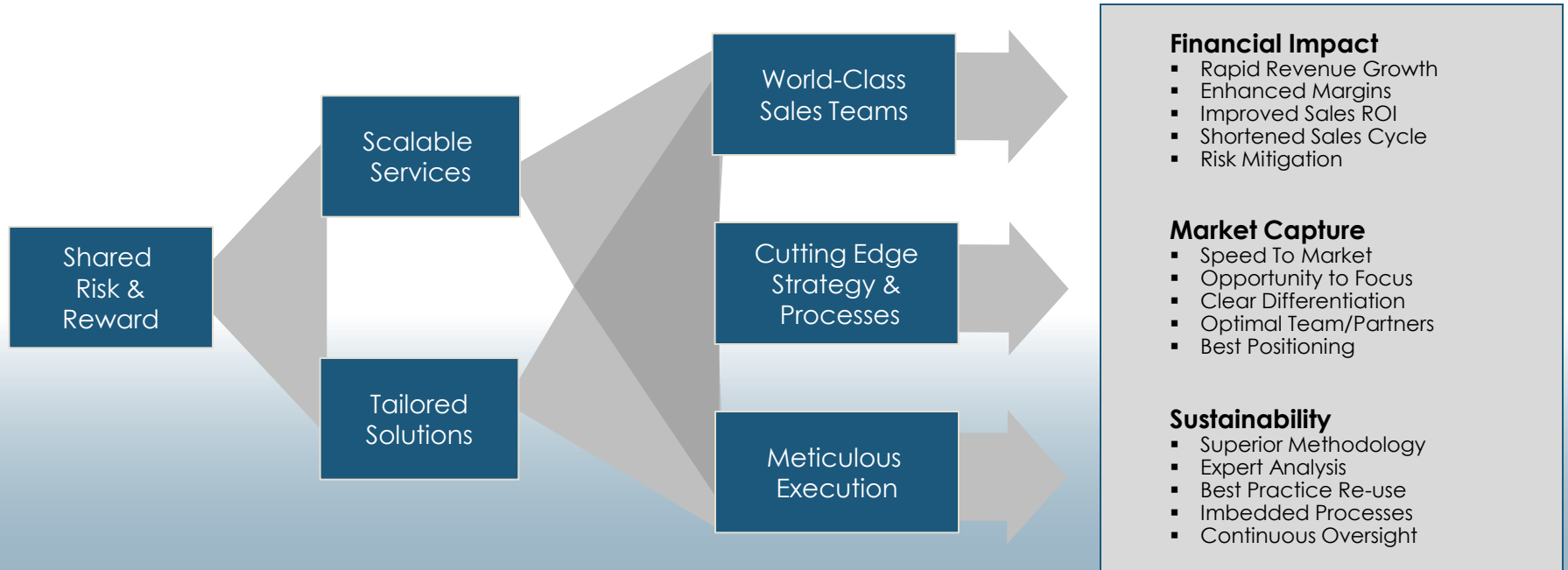
Our Value Delivery Model Lowers Risk via Proven Execution

Partnering

Serving Clients

Areas of Focus

Key Outcomes



Our Three Stage Plan is Tuned for Speed to Market

1. Readiness

Discover & Diagnose

Marketplace
Management
Mechanics
Momentum
Metrics

Deliverables:

- Overdrive Opinion™ View to Winning

Timeline: 2 – 4 weeks

2. Modeling

Develop

Marketing Strategy
Sales Strategy
Resource Modeling
Revenue Process

Deliverables:

- Overdrive Engine™ Roadmap
- Sales Acceleration Plan

Timeline: 30 - 60 days

3. Performance

Deploy

Talent and Processes
Sales Effectiveness Tools
Compression Metrics
Technology
Coaching and Mentoring

Deliverables:

- Overdrive Dashboard™
- Execution Management

Timeline: Ongoing

Our Strategies Capture Revenue Based on Comprehensive Execution Capabilities

- World Class Talent from Fortune 500 Companies
- Breakthrough IP and Analytical Tools
- Strategy, Process, Modeling & Resource Planning
- Hands-on Implementation
- Meticulous Coaching & Execution
- Unmatched Lead Generation

We've Helped Over 200 Clients Accelerate Sales

	Corporate Strategy & Due Diligence	Competitive Analysis	Go-to-Market Strategy	Readiness Assessments	Branding & Positioning	Pricing & Value Capture	Process Development	Technology & Reporting	Recruit, Mobilize Talent	Training	Coaching	Inside Sales & Lead Generation	Reward Systems	Interim Sales Leadership	Account Mgt. & Customer Service
Communications	•		•				•	•		•	•	•	•		
Consulting & Professional Services	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Consumer Products	•	•	•		•		•	•				•	•		
Education	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Electronics	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Energy & Utilities	•	•	•		•			•	•	•	•	•	•	•	
Finance & Insurance	•	•	•	•	•	•	•							•	
Forrest Products	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Government & Non-Profit	•	•	•				•	•		•	•	•	•	•	•
Health & Life Sciences	•		•								•	•			
Human Capital	•		•	•	•	•	•	•	•	•	•	•	•	•	•
Industrial Products		•	•	•		•	•	•	•	•	•	•			
International	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Retail	•	•	•			•						•		•	
Supply Chain & Logistics	•	•	•	•		•	•	•	•	•	•	•	•	•	•
Technology	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

Logistics Firm Grows Sales from \$0 to \$26M in Year One

1. Readiness

Sales OverDrive retained following a year of poor performance

Unable to initiate and close new sales

Not taken seriously by the market

Viewed as an inconsequential startup

Selling on price at low levels

Major customers at risk

2. Modeling

Prospect dialogues and the value premise did not align with the strategic agendas of key prospect decision makers.

Our models predicted speed and revenue growth could be increased 25 fold with a new strategy and processes and better sales talent capable of selling abstract services and solutions at CEO level.

3. Performance

In the first 90 days three major deals closed, pipeline doubled and cycle time dropped 40%.

In year one new revenue grew from \$0 to \$26 Million with a 1222% ROI; over \$44 Million by year two.

New revenue grew to \$71 Million by year three.

Market dominance achieved by year three.

Professional Services Firm Wins 75% More Often

1. Readiness

Firm increasingly vulnerable to competition

Very low win rate, pressure on pricing

Reactive and lengthy sales cycle, services viewed as commodities

Previous investments in sales had failed

Few practice personnel selling, many clients at risk

2. Modeling

Our modeling indicated opportunities existed in the firm's strategy, its sales process, execution and in its sales people

The firm could "change the rules" and win with a new client dialogue

Sales leadership could create a competitive weapon

Creation of a winning sales culture was possible

3. Performance

Win rate increased by over 75% in one year

Sales cycle shortened by two-thirds and revenue increased 25%

Practice personnel became the energized sales culture

50 new engagements won; many with competitors' clients

Margins on new jobs increased by 25%

About Sales OverDrive®

- Privately held, debt and investor free since 1996; US, European and Asian operations
- Proven OverDrive® sales teams have delivered more than \$1 Billion in new revenue
- Leading sales and marketing advisory firm with experience in over 400 company environments
- Revenue acceleration services provided to Fortune 500, mid-market, and small businesses

Case Study- Logistics & Technology



"We knew we could provide expertise and bottom-line value to our customers, but we were having problems initiating and closing sales."

"After a year and a half of poor sales performance we brought in Sales OverDrive to help us figure out what was wrong. Sales OverDrive brought focus to our efforts. The results have been immediate and sustained. In the first 90 days we closed three major new deals and doubled the pipeline. They reduced our sales cycle time by 40%. Thanks to Sales OverDrive, in 2003 we went from almost zero revenue growth to \$26 Million in new top line revenue and are on track to do \$44 Million this year. Sales OverDrive's world class sales processes and great people are the reason."

**Senior Vice President
Newgistics, Inc.
Ken Johnson**



About the Client

Based in Austin, Texas, Newgistics is the premier provider of intelligent returns management solutions for the retail, medical supplies, healthcare, service parts, telecommunications equipment and computing industries. Newgistics has developed the most extensive returns management network in the industry that spans the entire return cycle and includes dynamic barcode integration with customer data at the point-of-sale, advanced returns notifications, optimized return transportation and customized reporting for inventory management, processing and disposition.

Situation

For over 18 months the company had experienced significant difficulty in accessing key targets, initiating sales dialogues and closing new sales. While the sales team was experienced in retail and logistics, and had experience selling in other environments, they struggled to reach senior decision makers and to communicate the Newgistics value proposition in a compelling way.

As a result, the company gained no new top line growth and very little growth in existing accounts during this period. Management struggled, but was unable to isolate or quantify the root causes of the problem. The Newgistics value proposition, while based on a shared revenue model, paled in comparison to the cost and organizational pain of implementing the Newgistics Solution, which directly impacted up to five client technology platforms.

Considerations

The sales executives failed to team effectively with the organization's technical and industry experts. Since the sales process was incomplete and sales executives were unable to sell abstract services and solutions at the C-level, they sold mostly on price at lower levels in the prospect organization. The lack of effective sales processes made it impossible for the company to capture and repeat any sales successes and best practices they might come across.

No inside sales resources were used to leverage the sales executives' time and little or no effort was devoted to effective lead identification, opportunity identification and qualification. In addition to minimal sales process, there was no account management process or cohesive strategy linking sales, marketing and post-sale client management. No business cases or customer focus groups were used to support product development activities. This resulted in an increasing loss of customer confidence in the company's ability to deliver product releases that

responded to their stated needs. Although Newgistics had an excellent management team and had employed several prestigious marketing and sales strategy firms, the company was unable to identify the underlying problems and take the necessary steps to "break the code" and jumpstart sales.

Solution

In November of 2002, CEO Gabe Gabriel turned to the leading implementing sales consulting firm, Sales Over-Drive, to attack the problem. Newgistics selected Sales OverDrive to take advantage of its great track record and hands-on expertise in assisting companies jumpstart sales and accelerate market share capture in very tough and complex business-to-business environments. Sales OverDrive performed the market analysis necessary to develop a new go-to-market strategy, positioning, and value propositions that would appeal to senior executives of large, multi-channel retail organizations. To ensure that the optimal go-to-market strategy, supporting sales processes and

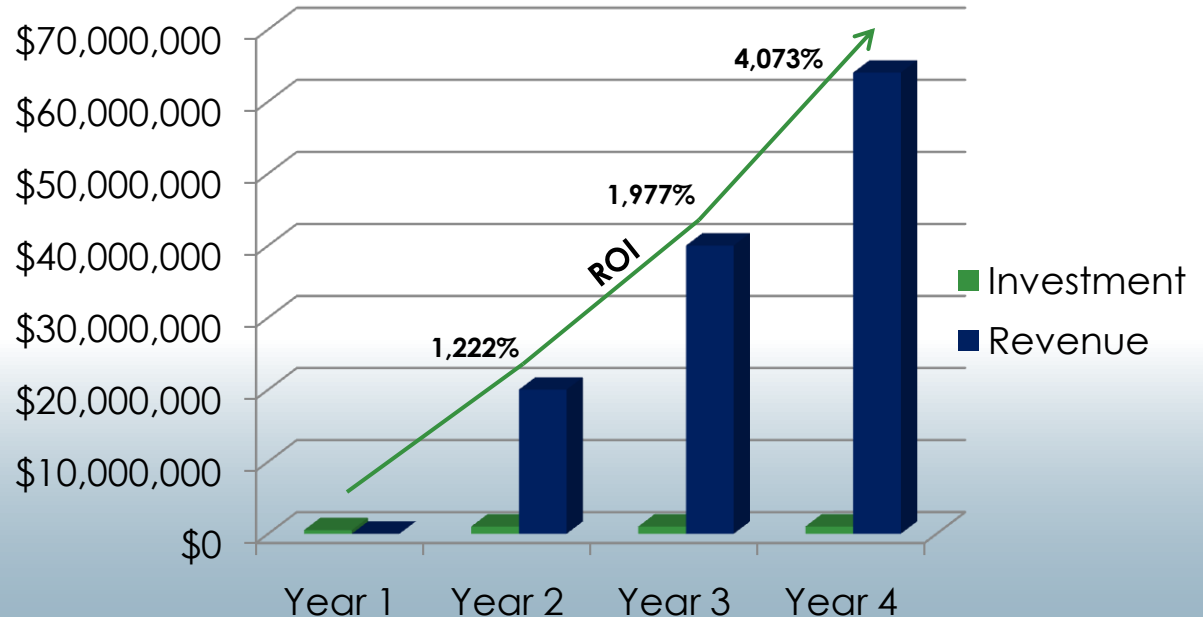
the best utilization of resources were in place, Sales OverDrive performed a proof of concept analysis to validate the effectiveness of this new and unusual OverDrive strategy and the client-facing sales tools. This allowed Newgistics to redefine its strategy and its sales, marketing and product development processes, putting them in proper alignment with the agendas of its prospects' key stakeholders. Sales OverDrive then implemented the OverDrive sales process and a variety of new supporting sales tools and techniques needed to drive the new strategy. Next, Sales OverDrive optimized the company's allocation of resources, augmenting the sales team with pre-sales executives, inside sales professionals and additional sales executives. Sales OverDrive sourced, screened, recruited & trained the new sales team on the Sales OverDrive processes and added an Interim Sales Leader to assist the existing VP Sales in driving the new processes. Sales OverDrive selected and implemented an improved sales force automation tool which management then used to measure performance, identify and

institutionalize best practices and design more appropriate training and coaching protocols. Next, Sales OverDrive built a comprehensive account management plan and processes, compensation models, and measurement and reward systems that tied the activities of sales, marketing, product development and account management together. This created greatly enhanced teaming, performance and accountability. Once the sales and account management teams were deployed, Sales OverDrive provided ongoing advice and field coaching to drive results. Sales Over-Drive also trained the sales staff and provided ongoing coaching and mentoring for the Sales Leader's sales staff.

In the first 90 days following implementation, the firm closed three major deals and doubled its pipeline. In less than a year, Newgistics gained numerous landmark clients, developed a predictable pipeline of realistic opportunities, shortened its sales cycle by 40% and increased new top line sales from almost zero to \$22 Million.

By the end of the second year, Sales OverDrive had helped Newgistics reach \$44 Million in new revenue and over \$80 Million by the end of the third year. Newgistics now commands the largest share of the dedicated return business in the multi-channel retail industry.

At the time of this writing we are preparing to launch an advanced training initiative and ongoing sales and account management oversight initiative for Newgistics.



Case Study- Financial Services



"I was very impressed with the power this sales process brought to our practice. Instead of reacting to the market by chasing RFP's as we'd always done before, we learned to focus very clearly on what had to be done to win the best clients quickly, and with little or no competition."

"This experience taught us that Sales is not only a science, but a competitive weapon. They brought us cutting-edge thinking and real sales leadership. They also took us into opportunities we wouldn't have seen otherwise, and substantially improved our ability to win against other Big 4 firms."

**Former Partner-In-Charge
Global Assurance Services
KPMG International**



About the Client

KPMG is a global network of professional services firms providing Audit, Tax and Advisory services in to clients in 148 countries around the world. The firm is organized around five industry groups (LOBs) and delivers value to its clients through its member firm's services. Outside the US, KPMG is comprised of an alliance of country member firms. In total, KPMG employs 6,500 partners, 70,000 client service professionals, and 17,000 administration and support staff worldwide.

Situation

For over a decade, the audit and tax units of this Big 4 firm had faced increasing competition, lengthy sales cycles, low win rates, and significant pressure on pricing.

In a global market growing at an average annual rate of over eight percent, KPMG revenue growth was flat except in the technology practices. The market increasingly viewed the firm's offerings as commodity products which only contributed to the intense pressure on margins they faced. The firm's large and complex sales and service organization was ineffective overall. KPMG had retained several prestigious consulting firms and made large investments in several sales initiatives which returned only very limited success.

Considerations

The firm's sales and marketing strategy was out of step with both markets being served and key prospect stakeholder mission critical issues. The various LOB value propositions, while not unlike those of their more successful competitors, did little to differentiate the firm and were not well received by the firm's most desirable targets.

Value positioning also varied widely across Europe and Asia as did the makeup and focus of the sales organizations among the country member organizations. Sales efforts were carried out by partners and managers responsible for both sales and the delivery of the products and services.

There were few dedicated sales resources except in the technology practices. Partners and managers responsible for sales failed to team effectively with the organization's technical and industry experts. Effective sales and marketing processes were missing or incomplete in many areas and most LOBs. Even among the most effective units, partners and managers focused on features and competencies. They were unable to

sell the intangible attributes and business implications of their products and services and had limited success accessing C-level stakeholders. Consequently, most of the sales dialogue was with mid-level personnel around features and pricing rather than on value and key customer outcomes.

The lack of effective sales processes prevented the capture and replication of sales successes and best practices. Poor or missing processes made it difficult for management to assess talent and overall productivity, to diagnose and correct problems, and to make critical policy decisions. No inside sales function was utilized to leverage the sales efforts. Little or no effort was devoted to effective lead generation and qualification, opportunity identification, or appointment setting. Marketing was not well aligned with sales initiatives and was out of step with market trends. Essential market research data and key prospect research were lacking.

An unusually high level of customer service issues existed due to poor teaming between the LOB

practitioners and the technical specialists. Many of the routine sales activities tended to be redundant and have low customer impact. Although KPMG had employed several prestigious marketing and sales strategy firms, the company was unable to improve organizational effectiveness. Revenues remained flat and market share continued to erode in most lines of business.

Solution

KPMG turned to Sales Overdrive to research and analyze the problem, to make recommendations on a go-forward sales and marketing strategy, processes and organizational design, to build a sales blueprint and to build, deploy, train and manage the redesigned US-based sales organization. KPMG selected Sales Overdrive to take advantage of its hands-on implementation expertise in assisting companies accelerate sales and market share capture in very competitive business to-business environments.

Sales Overdrive performed an exhaustive discovery of the organization, processes and talent, as well as a detailed market analysis.

Case Study- Streaming Media ASP

Situation

This Telco-owned company attempted to sell its streamed media services unsuccessfully for three years. Though their technology was superior, they were positioned as an also-ran in an overcrowded space. Pricing pressure, very small ticket sales and the lack of large account wins characterized the sales effort.

Approach and Analysis

Our team collaborated with the CEO and crafted a new sales strategy and go-to-market sales process. Attracting Inside Sales Professionals was the key to capitalizing on this huge, but fleeting opportunity – Outsourcing appointment setting and sales in general seemed to make sense. Acquiring large account wins was essential to grow revenue fast.

Action Taken

In less than 30 days, the Sales OverDrive team developed and installed a highly differentiating strategy and sales process. From our 11,000 person database of OverDrive professionals, we recruited an international team of account managers and Inside Sales Professionals. We then coached and managed the OverDrive Inside Sales team in the field, winning against the competition in over 90% of the time.



Results

Within four months, annual revenue numbers had exceeded goal by 425%. A best-in-class team of Sales OverDrive sales pros was delivered, trained and on the street in under 45 days. The Inside team was fully productive in 30 days.

Careful prospect qualification and opportunity identification from the Inside Team was the key to a 50 fold increase in major account wins.

Case Study- Inc 500 Staffing and HR Consulting Firm

Situation

This client was a seven year old, undifferentiated HR staffing and consulting firm. The company had no growth, pressure on pricing, a lengthy sales cycle, and was unable to build alliances. Several expensive sales efforts had failed to accelerate sales. Inside Sales was underdeveloped and ineffective.

Approach and Analysis

Our team collaborated with management on how to best accelerate sales and capture market share in a down economy. The company had to grow dramatically in order to achieve additional funding and make two key acquisitions. The decision was made to outsource certain aspects of sales to Sales OverDrive.



Action Taken

Sales OverDrive installed an end-to-end, repeatable sales process. Our team revised their brand, positioning and sales strategy and built channel partners for them.

Simultaneously, we installed an OverDrive Inside Sales team for prospect qualification and appointment setting, as well as developing relationship management tracking and reporting methods and building custom revenue and calling programs.

Results

In less than nine months, Sales OverDrive delivered a six-fold increase in revenue, several highly profitable Fortune 500 wins, numerous strategic alliances and arguably a tripling of the firm's valuation.

Sales OverDrive took this company from \$4 Million to \$24 million in sustainable annual revenue in the first year, principally through its Contact Center activities.



Case Study- Big 5 Consulting Firm

Situation

This complex organization was experiencing increased competition, a lengthy sales cycle and pressure on pricing. Their services were viewed as commodities. Previous Investments in sales and marketing initiatives had failed. Few practice personnel were actually involved in sales activities.

Approach and Analysis

From our analysis we concluded that significant opportunities existed in the firm's revenue strategy, its sales process and in its sales people. The firm's branding and the way it positioned its services were out of alignment with the market and far less effective than possible.



Action Taken

We developed an end-to-end, predictable and repeatable sales process and installed Inside Sales Teams working with Regional Reps who together shortened the sales cycle by two-thirds.

We then "changed the rules of engagement," utilizing the Inside Sales Team to pre-qualify the prospects prior to being pursued by the Key Account Reps. Within a few months, the Inside Sales Professionals were closing smaller deals over the phone.



Results

Produced a win rate of over 80%. Shortening the sales cycle by two-thirds and increased revenue 25%. Created a large, virtual sales force. Won large engagements with competitors' anchor clients. Energized sales culture was created. Firm clearly differentiated from others. Competitive threats were largely abated.

Case Study- Education

“We are seeing a night-and-day difference in performance from our previous approach and now see a much higher return on our sales investment.”

“The Sales OverDrive team is very professional and keeps its commitments. We are building the best intersection of market-driven products and market need. They’ve brought us a phenomenal response in all our service areas.”

Dr. Jose Bolton
Executive Director
Girls and Boys Town
National Resource and Training Center

About the Client

Girls and Boys Town, the original Father Flanagan's Boys' Home, is a leader in the treatment and care of abused, abandoned and neglected girls and boys. It's National Resource and Training Center (NRTC) provides professional services and products to practitioners and organizations worldwide in the fields of Education, Child and Family Services and Behavioral Health.



Situation

The NRTC had struggled to sell its products and services effectively for almost a decade. Failing to achieve adequate sales growth internally, it turned to an outsourcer but was very poorly served and terminated that relationship in early in 2002. Unwavering in its intent on growing sales, the NRTC asked Sales OverDrive to assess their situation and provide a comprehensive outsourced sales and marketing solution.

Considerations

Sales OverDrive analyzed the client's business model and sales organization, identifying seven major weaknesses that had to be rectified for the NRTC to accomplish its revenue objectives. These were as follows:

1. The lack of a clearly defined and articulated NRTC vision and mission
2. An inadequate understanding of the market and no cohesive strategy
3. Absence of a sustainable, repeatable set of sales and marketing processes
4. Inability to acquire, train and retain top talent
5. Lacking sales leadership and informal management of the sales team
6. No leverage of high value resources through teaming or the use of key sales accelerators
7. Lagging product development and no focus on sales execution

On the execution level, account research was inadequate, sales efforts were reactive and there was no system or process in use to manage opportunities.

There was no strategy or sales process. The sales people were generally knowledgeable about the industry and products but unskilled in sales.

Although the sales and marketing organization was large and balanced between sales and marketing, all key sales metrics were in the red. There was very little linkage between Operations, Sales and Marketing initiatives, creating significant staffing imbalances. The sales team was geographically centralized at the NRTC headquarters in Omaha rather than close to the customer base.

Measurement and reporting was inadequate and compensation plans were not built in such a way as to reward sales professionals for the behaviors most predictive of sales success.

The sales force automation tool in use was incapable of providing management with the key performance indicators necessary to manage the business unit.

Solution

The NRTC turned to Sales OverDrive to take advantage of its great experience in the education market and its track record of fielding and managing large national insourced and outsourced sales teams; as well as its ability to accelerate new top line revenue and market share capture.

Sales OverDrive performed a comprehensive market analysis and assessment on which it based an end-to-end sales and marketing growth strategy and sales acceleration plan that described all of the actions, tools and resources necessary to meet the long-term objectives of the NRTC.

The plan drew detailed conclusions regarding market dynamics and identified new vertical industries and the means to identify specific opportunity rich school districts on which to concentrate.

Within a month, Sales OverDrive installed its OverDrive™ sales and marketing processes and a variety of new supporting sales tools and techniques needed to drive the new strategy. It included the in-field enrollment tools as well as the tracking, reporting and knowledge capture methodology necessary to enable and manage a best-in-class sales team.

Simultaneously Sales OverDrive sourced, screened and recruited the new sales team consisting of regional sales professionals from both the existing group, from our OverDrive™ community and elsewhere. We also added a National VP Sales from Sales OverDrive's own senior ranks to drive the new sales process.

Next, Sales OverDrive optimized the company's sales organization by providing ongoing K-12 district by district research and inside sales professionals focused on high probability opportunities, thereby making it much more effective.

Sales OverDrive selected and implemented an improved sales force automation tool with which management could measure performance, identify and institutionalize best practices and design increasingly effective training and coaching protocols.

Sales OverDrive built a cohesive compensation strategy and specific measurement and reward Systems. A "Talent Exchange" teaming model was implemented to leverage the strengths of the individual contributors and create a teaming Environment.

Sales OverDrive then built and trained sales and marketing "pursuit teams" focused on specific priority targets and consisted of field sales, marketing and subject matter experts, which built new pipeline opportunities while closing sales with near-term prospects and clients very rapidly.

Sales OverDrive is also providing ongoing product development, marketing, PR and technical assistance.

Results

Within sixty days of project launch the prior sales organization was reduced by two thirds, and the remaining group was reconstituted to include stronger, more skilled sales professionals supported by researchers and a strong inside sales group centralized and managed in Sales OverDrive's Dallas Contact Center. We also assumed responsibility for Marketing and PR and rerouted all inbound 800 calls into our Contact Center.

Sales OverDrive has created increased market traction, brand awareness, and the cost effectiveness of sales and marketing spend. After 90 days of project launch, the pipeline of prospects and new closed business increased by 50%. Within one year, revenue from new name accounts increased 300 percent.

Sales OverDrive is on track to double the revenue of this organization in 3 years with approximately half the budget expended previously. The NRTC has also recently extended its multi-year contract with Sales OverDrive.

We invite you to visit our website at www.SalesOverDrive.com for more information.

Or please feel free to contact our Corporate Headquarters

15455 N. Dallas Parkway, Suite 600

Addison, Texas 75001

866.294.6767

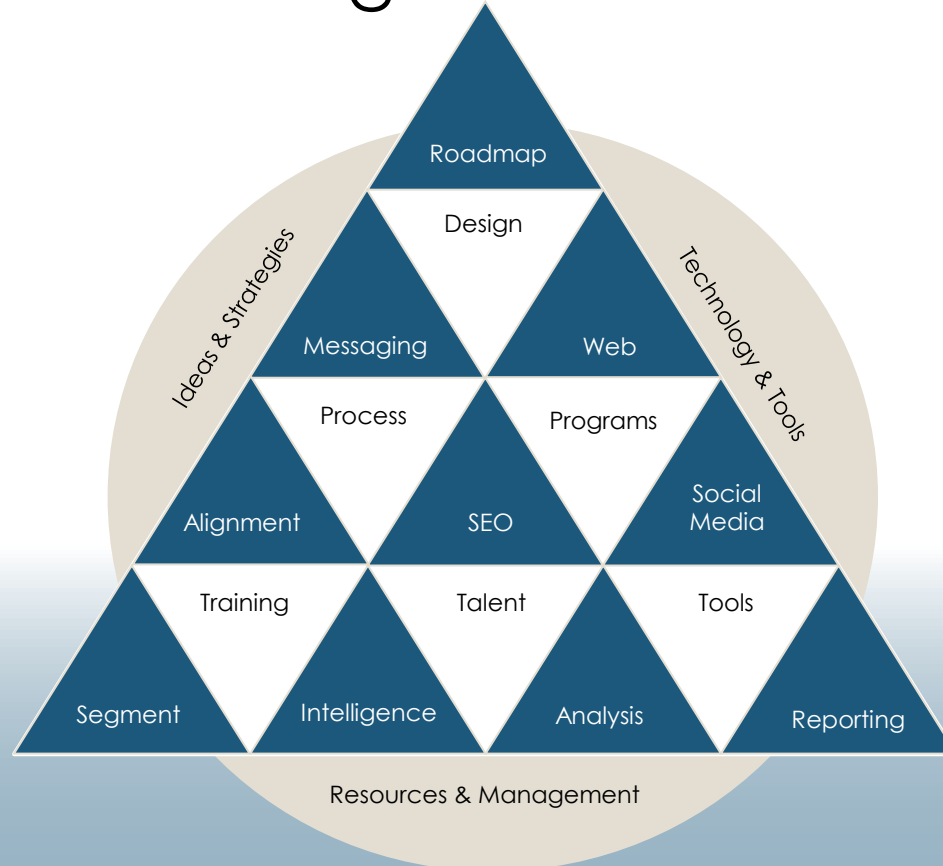
Bob Howard

214.498.9649

Creating Client Value

Current State

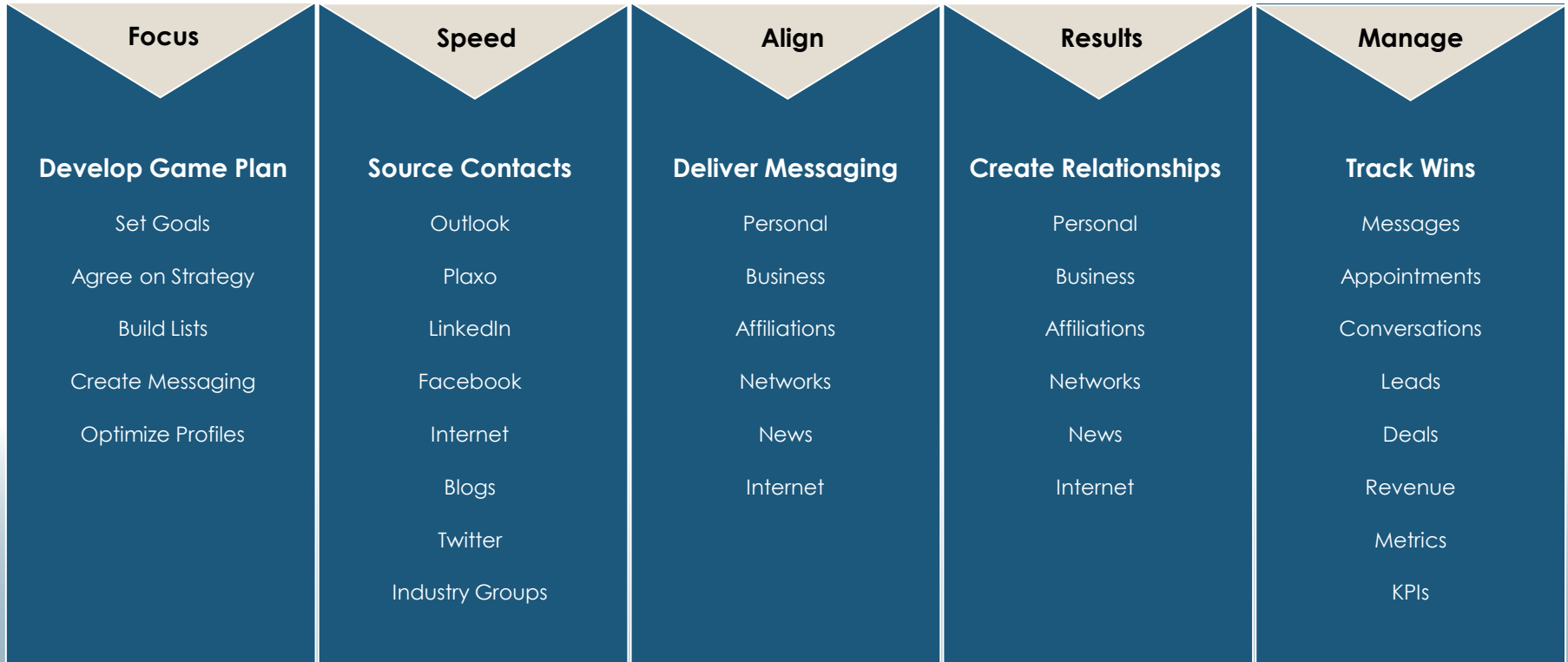
- A Technology Morass
- Time and Effort is Overwhelming, Costly
- Steep Learning Curve
- Many Providers, Little Knowhow, Process
- Choices Difficult
- Measurement/ROI Uncertain
- Uncertain Path
- Opportunity Cost



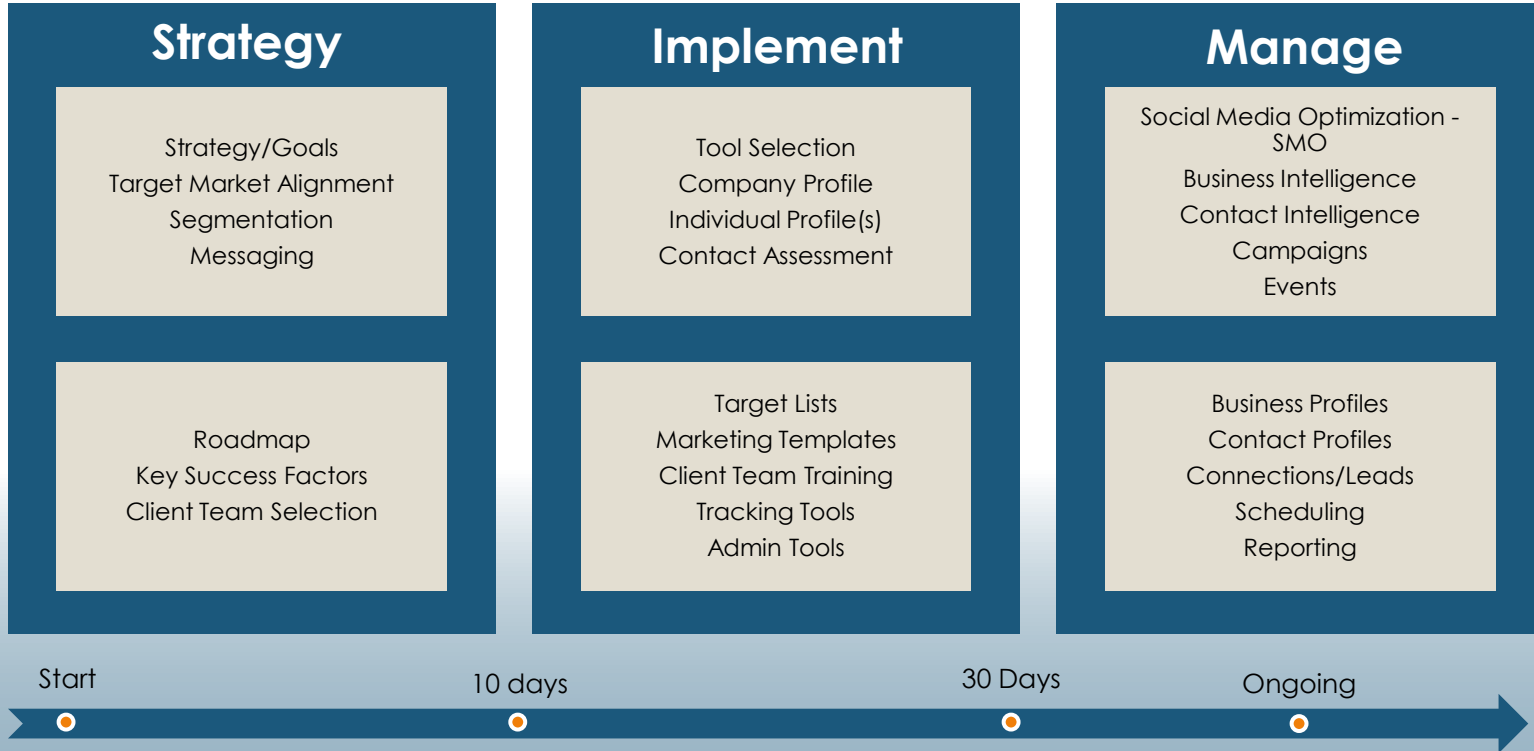
Future State

- Industry Best Practices, Technology & Team
- Sustainable Competitive Advantage
- Heightened Brand, Awareness
- Efficient, Certain Process
- Increased Lead Velocity
- Large Revenue Impact
- Ability to Focus
- Seamless Partnering

Sales OverDrive Approach



Engagement Process (like frame 5)



Scorecard

Client Profile

Type of Company

- Professional Services

Specialty:

- Executive Coaching & Consulting

Ideal Target Profile

- 100MM to 500MM
- Technology, Healthcare, Energy, Professional Services
- Average Deal Size \$25k

Client Resources

- 2,000 Outlook Contacts
- Administrative Assistant

Revenue Goals

- 20 New Deals
- \$500 Annual Revenue

Impact Areas

Sustainable Competitive Advantage

Large Revenue Impact

Industry Best Practices, Technology & Team

Heightened Brand, Awareness

Efficient, Certain Process

Increased Lead Velocity

Ability to Focus

Seamless Partnering

Value Assured

Impact on Client	How Certain	Months to Impact
Mindshare	Certain	2-4
	Very Likely	2
	Likely	1
New Leads	Certain	2-3
	Very Likely	2
	Likely	1
Revenue	Certain	3-4
	Very Likely	2-3
	Likely	1-2

Competitive Comparison

OverDrive Model

Dedicated Project Approach

Focused Team

Robust Methodology

Centralized Mgt. & Support

Clear, Optimized Branding

Careful, Accurate Alignment

Fully Screened Opportunities

Targeted Sourcing Methodology

Project-Specific Technologies

Business/Personal Fit Ensured

Proactive Business Intelligence

Efficient, Frees Client to Focus

Very Cost Effective

One Size Fits All Model

Activity Based – Clients Are Pooled

Body Shop Resources

Reactive, Minimal Process

Limited Support

Noisy, Confusing or No Brand

Random, Valueless Connections

No or Minimal Screening

Mass Distribution, Limited Research

Generic Technology

One Big Trash Can

Not Business Based

Heavy Client Soft Costs

Expensive

We invite you to visit our website at www.SalesOverDrive.com for more information.

Or please feel free to contact our Corporate Headquarters

15455 N. Dallas Parkway, Suite 600

Addison, Texas 75001

866.294.6767

Bob Howard

214.498.9649