



### Sales Services

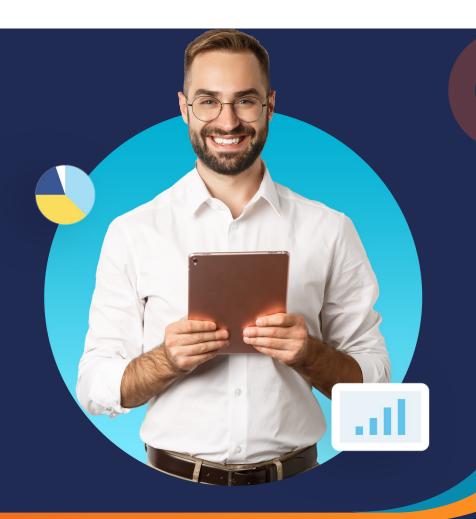
At Formicidae, we treat your products, services, or offerings as our own, because your success is our success as most of our profits are generated in the back end. We believe that having a skin in the game is a win-win proposition for us and our clients. We support companies and organizations from any industry at all levels of growth (infancy, adolescence, and maturity) by successfully increasing revenues through innovative sales and marketing strategies and activities. Our U.S. and Philippine-based teams of talented and motivated sales and marketing professionals work hand in hand to support our clients reach their sales goals. We combine and use multiple strategies for maximum results and outcome.





# **Outsourced Sales**

Our specific sales solutions for your specific needs





### Formicidae Sales Capabilities

#### **Inbound Lead Generation**

- SEO
- Digital Markeitng
- **Email Marketing**
- Paid Ads via Google, YouTube, LinkedIn, Instagram, Tiktok, etc)
- Website Optimization
- Sales Funnel
- Website visitor's tracker
- Blogging
- Video Marketing
- Inbound & Outbound Call Center
- **Appointment Setting**

#### **Outbound Virtual Prospecting**

- Access to vetted out leads.
- Team of trained outbound callers
- Automated Emailing
- Social Media **Prospecting Team**
- Trained Appointment Setters

### **Business Development**

- Introduction to Formicidae Clients
- Introduction to our team personal and business C-Suites Contacts.
- Mobilizing our team of successful paid Business Developers.
- **Organizing Promotional Events**

#### Sales Virtually and In Person

- Presentation and Closing on our own
- **Presentation and Closing** with the Subject matter **Expert**



#### **OUTSOURCED SALES**

## Common Challenges

Lack of Sales Strategies.

Some founders of a startup or small companies don't have a strong sales background.

Not understanding the difference between Sales, Marketing, Business Development, and Lead Generation.

- It takes time to build a productive sales team.
- Hiring a very good and productive sales professional is costly.
- Lack of constant sales training which prevents consistent growth.
- Many companies don't have enough leads and the existing ones are mostly not qualified.
- Sales process is way too long due to poor closing skills.
- Sales team waste time on non-result producing activities.



### **OUTSOURCED SALES**



# Which sales challenges do you face in your company or organization?

- Sales team is underperforming.
- 2 No Sales leader or manager.
- 3 Not enough productive sales professionals.
- 4 Inadequate budget to hire experienced quality sales professionals.
- 5 Lack of sales strategies or a team to execute.
- 6 Not enough sources of quality prospects.
- 7 Current revenue is not enough to sustain operations.
- 8 Poor closing ratio.
- 9 Too long of a sales cycle due to sales team not being well enough connected.





### What we do:





#### **Lead Generation**

Lead Farming and Prospecting LinkedIn Sales Navigator Cold Calling Cold Emailing

Strategic Campaign

Appointment Setting



### **Lead Qualifying**

Lead Monitoring Lead tracking Lead Scoring Sales Lead Injection



### **Lead Nurturing**

CRM

Newsletter

Blogs

Social Media

Engagement



Meeting & Closing

### **Our Process:**





# Step 1: Discovery, Assessment, & Strategy

We start by understanding your sales goals and processes, tailoring a strategy to meet your needs.



Step 4: Lead Nurturing & Relationship Building

Through strategic campaigns, we build trust and credibility, increasing long-term conversion rates using a CRM



# Step 2: Lead Generation & Prospecting

Using targeted techniques like Paid Ads, LinkedIn Sales Navigator, cold calling, and email campaigns, we identify qualified leads.



Step 5: Appointment Setting & Sales Management

We handle appointment scheduling and manage the sales process, ensuring seamless communication and tracking.



# Step 3: Lead Qualification & Monitoring

We rigorously assess lead interest, budget, and alignment, saving your team time and resources.



Step 6: Tracking and Measuring (Metrics and KPI)

We analyze results, gather feedback, and refine strategies for ongoing success.



# **Sales Funnel**



### Sales Funnel



### How it works:



### **Grabbing Attention**

We showcase your brand through engaging content and targeted ads. Potential customers start recognizing your unique offerings.



### **Sparking Interest**

We provide captivating blog posts, videos, and other social content that keeps your audience engaged and intrigued.



### **Cultivating Desire**

We create persuasive content such as landing pages that position your brand as essential solutions.



### **Prompting Action**

Compelling calls-to-action encourages your audience to take the next step seamlessly.



### **Celebrating Conversions**

Leads become paying customers through a smooth transition that fosters loyalty.



### **Nurturing Loyalty**

We build customer loyalty through personalized follow-ups, offers, and engaging content.



### **Fostering Advocacy**

Satisfied customers become brand advocates, expanding your customer base.



### **Evolving for Growth**

We fine-tune the funnel through A/B testing and strategic adjustments.





### What is a Sales Funnel?

Sales funnel is a process of creating curiosity that leads to sales or acquisition. Many start at the top, exploring. Some get closer, engaging. A few decide they want more. At the bottom, are the converted customers.



### What's Included?





# **MARKETING SERVICES**

Supporting Your Sales Process.

At Formicidae, We know that the Key Driver of growth and success for any business is Marketing and having high-performance marketing efforts is crucial to take your company to new heights and achieve your revenue goals faster.

