

Welcome To

FORMICIDAE

Outsourced Sales



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.

“ Our mission is to empower businesses by helping them grow through increased revenue, lowered operational expenses, and fast staff augmentation. ”

Outsourced Sales

Our specific sales solutions for your
specific needs



Formicidae Sales Capabilities

Inbound Lead Generation

- SEO
- Digital Marketing
- 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



Common Challenges

- 1 Lack of Sales Strategies.
- 2 Some founders of a startup or small companies don't have a strong sales background.
- 3 Not understanding the difference between Sales, Marketing, Business Development, and Lead Generation.
- 4 It takes time to build a productive sales team.
- 5 Hiring a very good and productive sales professional is costly.
- 6 Lack of constant sales training which prevents consistent growth.
- 7 Many companies don't have enough leads and the existing ones are mostly not qualified.
- 8 Sales process is way too long due to poor closing skills.
- 9 Sales team waste time on non-result producing activities.



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

- 1 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.



The Solution

Partnering with Formicidae that provides a turn-key sales & marketing solutions to increase your revenue and at the same lower your operational expenses. We combine the power of technology, digital media, and human element. Our mixed sale and marketing strategies produce positive outcome.



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



Step 1: Discovery, Assessment, & Strategy

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



Step 2: Lead Generation & Prospecting

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



Step 3: Lead Qualification & Monitoring

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



Step 4: Lead Nurturing & Relationship Building

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



Step 5: Appointment Setting & Sales Management

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



Step 6: Tracking and Measuring (Metrics and KPI)

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

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.

