## Having challenges deploying your business development strategy?



Want to jumpstart your outreach? Want to make connections with the clients that need your products and services?

Want a process that blends in with your current business development strategies?

## **Introducing Smart Partner**

Smart Partner is a proven systematic approach for building product manufacturers to deploy business development strategies without additional stress on resources.

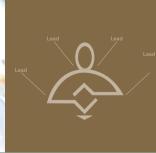
Smart Partner is a research tool to identify market challenges in your specific target markets.

Smart Partner is a proven source to get to the decision makers you need to connect with now.

**Smart Partner** is a methodology and a proprietary system that includes strategy, execution and resources that provides a seamless and transparent extension for the marketing and sales area in five areas.

- Lead identification, acquisition, evaluation, review and scoring.
- 2. Sales support through outreach and pipeline management.
- 3. Provides CRM best practices based on industry activity and analysis.
- 4. Provides marketing and sales communication support.
- 5. Provides support to accelerate sales cycles, conversion rates and customer retention.







Learn more about Smart Partner by contacting Chris Cooney - Prinicpal The Rock Group in partnership with AllFacilities Inc.

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