



PROSPECT SURVEYS *Typical Approach...*

Light Gated...

Ungated...



**WHITE PAPERS
ANALYST REPORTS
WEBINARS**



EMAIL



PHONE



TITLE, ETC.

OR



NO DATA

Sales Enablement

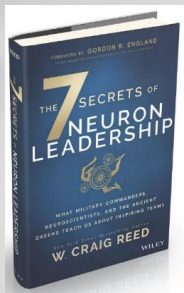


GENERIC



HARD TO FIND

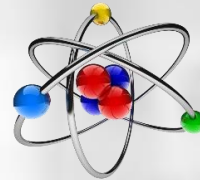
ABM Survey Approach...



LEADERSHIP CONTENT



**60K IT / IS
DECISION-MAKER NETWORK**



**NEUROSCIENCE
MESSAGING**



**LOW
COST**

DETAILED FIRMOGRAPHICS, URGENT RISKS & MESSAGING PROFILES



Innovate Intelligently, Engineer Logically
Scientific & Technical Environment
Observational & Rational Focus

DETAILED PROFILES



PERSONALIZED CONTENT & SALES ENABLEMENT



BANT QUALIFICATION



**PROFILE
PERSONALIZED**



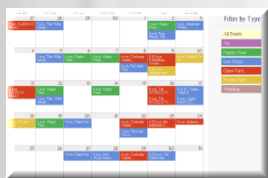
**MESSAGING
GUIDES**



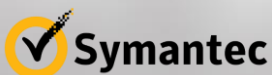
**ACCOUNT
NURTURING**



**SALES
COACHING**



WEB APPOINTMENTS



"...insights, guidance, and high-quality solutions that enabled us to realize significant gains in our sales team's ability to execute."



"...leveraged cutting-edge neuroscience to dramatically improve lead conversion rates, shorten sales cycles, and increase our closing percentages."



"...a unique combination of cutting-edge digital marketing, neuroscience messaging, and social media profiling, as well as expert sales coaches on prospect calls."



"...a unique, quality-driven approach to lead generation that stays focused on the task at hand - generating great opportunities for our partners."