

Mountain West Associates

Unlike most others in the sales-lead space, we are not overseas, we are not automated, and we are NOT a lead-generation company. Many companies receive leads every day, but they often struggle to figure out which leads are real, which ones are not, and which ones are solicitations.

While we support the use of AI in many aspects of sales and pipeline management, we believe in having human-based conversations, email, and text exchanges with leads/prospects. As of today, AI is not well received in terms of lead follow-up, the results are much better when trained sellers interact with leads.

Our Approach



Personalized Engagement

Tailored to Your Company! Our Lead follow Up services are all about your Company. We craft personalized interactions that convey your Value Proposition and Qualify your customers to move them through the sales process.



Prompt Communication

No More Waiting! Our team ensures swift responses and timely follow Ups, ensuring your customers feel noticed and their needs are promptly met.



Building Trust

Your Reliable Partner! Our approach and ability to listen to your customers' needs builds instant rapport, trust, and credibility, giving your Sales Team the edge it deserves.



Identifying Opportunities

Qualifying opportunities is our expertise. We identify and qualify customers based on your Sales Strategy and Criteria then move them through your sales process, boosting your revenue effortlessly.



Feedback and Improvement

Our Follow Up services gather invaluable feedback to help you make data-driven improvements, ensuring your business, products, and services stay ahead of the game.



Resource Optimization

Maximizing Efficiency! We understand the importance of efficient resource allocation. Our Qualification process optimizes costs and resources, allowing your team to focus on qualified opportunities that lead to closed sales.

SERVICES

Out bound lead engagement and qualifying.

Script creation, review, and refinement.

We ferret out objections and create objection handlers.

SDR/BDR call review and refinement. We listen to calls and work with the SDR/BDRs to improve listening skills and eliminate missed opportunities.

For early-stage companies we make the initial prospecting calls to gather feedback and objections that improve product development, Sales, and GTM strategy.

Engagement Model

We believe in a true partnership model. We're not happy unless you're happy. We pride ourselves on a "skin in the game" approach. We don't charge hourly, we feature fixed pricing, and our compensation is variable and tailored around your needs.

About Us

Mountain West Associates is led by Curtis Cook. Curtis has over 25 years of experience with various technology companies including startups, growth-stage companies, and larger organizations. He excels in sales execution and operations, business development, business strategy, relationship building, and financial architecture. His background beyond technology is diverse and includes real estate, alternative energy, and professional photography. Curtis founded four startup companies and has succeeded many times in scaling companies through organic customer acquisition. He has also designed and introduced concepts to publicly traded companies that have resulted in closed transactions valued well over \$1B

<https://www.linkedin.com/in/curtis-cook-124aa947/>

<https://www.linkedin.com/company/mountain-west-associates/?viewAsMember=true>

Contact Information

Please reach out to us anytime:

Website: www.mountainwestassociates.com

Email: ccook@mountainwestassociates.com

Phone: 650.465.3006