



## FAST FACTS

### Web Site

[www.agsalesworks.com](http://www.agsalesworks.com)

### Year Founded

2002

### Global Headquarters

East Walpole, MA

### Clients

Worldwide including many of the Fortune 500.

### Services

*Sales Opportunity Development*

*Database Development*

*Event Optimization*

*Channel Development & Support*

*Market Intelligence Acquisition*

## AG Salesworks

AG Salesworks helps companies demonstrate and improve MROI, build accurate forecasts and increase revenue. As the leading provider in outsourced sales and marketing solutions, AG Salesworks has perfected a process which uses the best combination of people, methodology and execution to ensure industry leading results. We provide Sales Opportunity Development, Database Development, Event Optimization, Channel Development and Support, and Market Intelligence Acquisition for our clients to drive growth. Our solutions empower our clients to focus on their core business and provide them with a quantifiable, competitive advantage. Founded in 2002, AG Salesworks provides industry best results for clients worldwide including many of the Fortune 500.

### Sales Opportunity Development

Sales Opportunity Development connects Marketing and Sales in ways that will take your company to the next level. AG's Sales Opportunity Development transcends traditional lead generation and telemarketing - developed specifically to plug into the gray area. Sales Opportunity Development provides measurable MROI, more highly qualified sales opportunities, and more accurate reliable forecasts. Marketing, Sales and the Organization benefit.

### Market Intelligence Acquisition

We will call directly into your customer base to survey and mine for pertinent data. This data will be tracked, compiled, reported and transformed into actionable, valuable marketing intelligence.

*“We were very pleased with AG Salesworks’ ability to hit the ground running on our project and began seeing an immediate impact. We didn’t have the bandwidth to call through several of the lists that we had and AG Salesworks was able to provide not only the activity that we needed but was able to qualify active opportunities and gather market intelligence.”*

### **Database Development**

Data makes the difference. Obtaining good data is the first step in an effective well coordinated marketing and sales effort. With our proven methodology, we understand exactly what it takes when it comes to defining and executing successful strategic database marketing services. We have a rich database and marketing services that take advantage of our resources for in-depth prospect contact information. We can also utilize our vast resources to hand-build a client-specific database and market profile that keeps track of and leverages all of the work we do with your organization.

### **Event Optimization**

One measurement of success for a conference, trade show, seminar or webinar is the size of its audience, the number of people who attend. More participants translate into more sales opportunities. You spent a lot of money and time and had a successful show. What do you do with your leads? Sales opportunities are time sensitive and perishable. AG Salesworks provides services that drive pre-event and post-event results. Our closed loop methodology enables us to drive more attendance to your event and ensure that these time sensitive opportunities are thoroughly investigated.

### **Channel Development & Support**

Whether a component of your sales strategy, or the core of your model, effective partnership recruiting, education, and communication can yield dramatic results to your bottom line. AG Salesworks utilizes the same methodologies as a direct sales campaign to locate and map VAR’s, pique their interest in a client’s products and partnership opportunities, and transition qualified prospects to Business Development teams. We then work with our clients to educate their channel partners on new products, added features, or partnership incentives. Our clients are confident that their channel partners are knowledgeable, engaged, and effectively communicating their products’

### **Contact Development**

The cornerstone of any sales or marketing effort is a solid understanding of your marketplace. Identifying target accounts, locating the proper contact, and understanding their unique pains and needs are all critical components of a complex sale. Through our own proprietary calling methodology, AG Salesworks effectively and efficiently navigates through target organizations and captures vital market intelligence. We deliver both the raw data, as well as, our thorough analysis of campaign metrics, trends, and barriers to entry.

### **For More Information**

Please contact us at 781.702.6999