



We are Customer Acquisition and Expansion Experts for the Technology Industry

We help sales and marketing leaders attain quota on-time by delivering sales-aligned business opportunities that convert higher than traditional leads and appointments by as much as 300%.

We do this through our DNA Demand Generation™ process of engagements that deliver highly qualified business opportunities with key decision makers that have begun to align their needs to your solutions.

The results are business opportunities that your sales teams can then convert at much higher rates than they are currently delivering.

There are no secrets or gimmicks to our process.

DNA Demand GenerationTM

Discover

Navigate

Align



Global Technology Sales Solutions trademarked DNA Demand GenerationTM Process for Business Development

The DNA of Sales Aligned Demand Generation

Most lead generation firms rely on brute force and high volume. They employ inexpensive, poorly trained workers to chase as many suspects as possible.

We take a far more intelligent approach.

Our **DNA Demand GenerationTM** process for customer engagement and opportunity development starts with customer needs and then aligns their needs to key solutions.

Here's how it works....

The DNA Demand Generation™ Process



Discover

All business development opportunities start at the discover stage of the process. Our skilled consultants engage identify mid-to-high level business and technology titles with the initial goal of **building rapport** and thereby **gaining a solid understanding** of their business needs, challenges, roadblocks and drivers.

At this initial stage, our consultants are razor-focused on learning about your potential customer's needs and priorities, not pushing any solution. This is a much more powerful way to forge a relationship. **This is the step that most firms skip.**

Our consultants identify the basic decision making structures related to the various business priorities. The business intelligence gathered during the discover stage will form the basis for determining the direction for the next level of engagement in the DNA Demand Generation™ process.

Navigate

The navigate stage of the DNA Demand Generation™ process is designed to expand the level of business intelligence around qualified opportunities identified during the discover stage.

Armed with the details obtained during the discover stage, our skilled consultants re-engage discovered decision makers with a direct role of influence on the identified business opportunities. The goal is to **strengthen the rapport** and **expand the depth of understanding** around the challenges, roadblocks, and drivers related to the identified business opportunity.

With an in-depth understanding of the customer's pains coupled with a clear line of visibility into the decision-making process related to the business opportunity, our trained consultants can begin to formulate the basis for determining the direction for the next level of engagement in the DNA Demand Generation™ process.

Align

The align stage of the DNA Demand Generation™ process is designed to help **establish a situational alignment** between your solutions and the key decision maker's needs.

During this critical stage of the sales process, our trained consultants will position your solutions based on the business intelligence gained during the Discover and Navigate stages of the DNA Demand Generation™ process. They will gauge your potential customer's propensity to consider your solutions. Your solutions will have a better likelihood of being considered as your potential customers begin to align their needs with your solutions.

Once we establish a situational alignment between your solutions and the key decision maker's needs, your sales team can take over. In doing so, they will be armed with all the detailed information gathered from our previous discussions and learnings.

DNA Demand Generation™ is all about **creating a trusted advisor relationship**, first with our consultant and then with your sales team. It builds on conversation, collaboration, and shared knowledge. It produces vastly better results because it is a vastly better process.

In each case, we bring a highly professional approach that vastly exceeds the standards of most lead generation firms. Remember, our role is to spark a relationship that your team can then expand into a long-term, highly profitable relationship.

Our Services

Our DNA Demand Generation™ process can be applied across a broad range of sales and marketing activities as an integral supplement and catalyst within your existing business development ecosystem. Our process is designed to help accelerate conversion rates and improve the alignment between sales and marketing.

We provide a complete solution set comprised of best-in-class people, process, and technology.

Our services include:

- **Sales, Marketing and Business Process Outsourcing & Optimization**
- **Cloud Based CRM and Channel Management**
- **Business Intelligence & Customer Knowledge Data Mart Development**

How to Learn More

Our experienced consultants are seasoned executives with extensive experience driving sales and marketing campaigns for some of the largest technology companies in the world.

Let us help you attain quota on-time by accelerating revenue and conversion rates, and to get your marketing and sales organization on the path to closer alignment.



Global Technology Sales Solutions

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