



need more sales?  
we do it all for you.

[nettsales.com](http://nettsales.com)  
sales and marketing made easy

# The Scene

## Why Nettsales?

Nettsales is a comprehensive sales strategy that you can put in place within your organisation.

## What is it?

Essentially it's a software package bolted on to a full range of other products & services. The software is a radical development in sales tracking systems as seen for years.

It becomes a full comprehensive sales strategy for your organisation, working when you are busy running your business.

The other ingredients include:

- sales lead data originating
- telesales
- sales support (mailing, marketing etc)

Nettsales can develop leads for working on. They will talk to you about who you want to contact & find the potential leads.

Once this list has been developed they are added to your own Nettsales system.



## Lets get back to Tim & how his Nettsales strategy develops.

Tim has found 100 new companies he feels he can do business with. Some of these came from an exhibition he showed at 6 months ago but never had the time to follow up.

Nettsales information is accessed from the internet\* so Tim has chosen to "rent" the system for 6 months with 3 months of telesales.

\*You will be able to access the information & keep track of it via the internet. This secure facility (you will have password access for all users) enables you to look at the progress of your sales from anywhere at anytime.

The 100 prospects are entered on the system & Tim discusses the type of contact he feels he needs to make with them.

A Nettsales communicator\* is appointed to Tim & its decided to qualify & contact the prospects by phone on the first week.

\*Nettsales communicators work 4 or 7 hrs sessions prebooked as needed. The same communicator is always used for your organisation & is trained & briefed as if they were working from your company

Nettsales take your brochures & mailings & can organise this for you (or instruct you to do this when requested)

Each week the communicator develops a relationship with the potential clients & arranges to mail\* Tims brochure & prices when required

Tims brief was to get to see as many potentials as possible & the Nettsales communicator succeeds in getting good appointments in the 3rd & 4th weeks.

Tim knows he is the best person to see his potential clients but when he goes to the appointments Nettsales have made for him they are receptive & feel they know Tim's Company already.

## Nettsales are about developing good relationships



**nettsales.com**  
sales and marketing made easy

He sees a Nettsales flyer on his desk & calls!

John & Tim are partners in a successful small business. They have been in business for 5 years making small metal components.

John looks after production & Tim tends to watch over sales & the business in general.

They are typical of many businesses today who have a reasonable order book & provide good quality work. Tim however is concerned that they rely heavily on a few key clients who have recently been involved in take-overs & personnel changes.

John is always busy & Tim has been helping him finish a series of rush orders. In the meantime time is ticking & he knows that new business is vital in the short term to ensure the company keeps growing & developing

Tim comes to work early. He's on the shop floor trying to repair a broken CNC machine vital to complete some orders due out that week.

John is with him, on the phone to the machine maker.

Tims problem is that he won't develop any new business today. Not only because he's busy but mainly because he's not skilled in the process of opening doors to new accounts. Its hard to prioritise time for sales but it's the one key ingredient his company needs for growth & stability.

## How does Tim check on progress?

All communication records, phone calls, mailings, appointments & a whole host of additional information is contained on the Nettsales tracking system. He can look at this anytime so generally he check on the days progress later at home.

Uniquely, his Nettsales communicator leaves him a daily progress report & things for him to follow up which he finds on his own "to do" list

He is able to input results of his appointments himself allowing the Communicator to follow up in a week or two.

If any potential work become quotations these are also logged for the communicator to follow up.

## Results?

In 3 months Tim has some new work & is regularly quoting some other potentials. He has stopped the communicator activity but has extended the tracker software contract for another 3 months

In 6 months he is able to download the records to his archive keeps them safe for the future.

\* In some cases results can be quickly made & achieve a manageable level. The advantage of Nettsales "rental" facility is that you won't have to pay thousands of pounds for software you may not use.

## What's the difference for Tim?

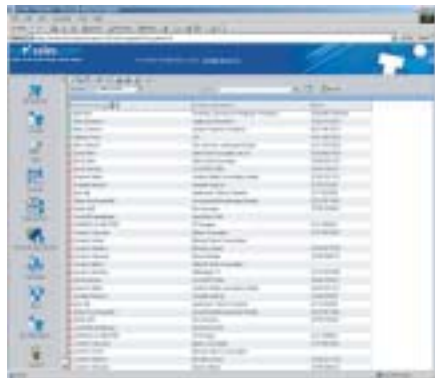
Essentially Tim has "rented" a sales force for 6 months. With Nettsales he has developed a strategy to sell his company & has achieved some new business he can manage effectively. He has not committed any capital to buying expensive software packages, employed sales people or telesales operatives who don't fully understand his business.

He has carried on running his business while Nettsales has operated behind the scenes.

## It works!

Nettsales works. We can prove it & further more you can prove it to yourself. It can work for all types of organisation, large or small. Think about it.....it may be the sales solutions you have been looking for.

Phone **0115 985 2323** or log onto [www.nettsales.com](http://www.nettsales.com) for details to see how.



qualified customer account list

register your interest

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

sales and marketing made easy

TEW Buildings, Crocus Street, Nottingham, NG2 3DR  
t:0115 985 2323 f:0115 935 4355 e:info@nettsales.com