

## ONLY THE EFFICIENT WILL SURVIVE.

UNRELENTING COMPETITION IS THE NEW NORM. ONLY THOSE WHO ADAPT QUICKLY WILL SURVIVE.

### IS YOUR SALES AND MARKETING EFFICIENT ENOUGH TO KEEP YOUR COMPANY IN THE GAME?

Acquiring and retaining customers is harder than ever. So is growing market share and protecting margins with smaller budgets. What got you this far in sales and marketing won't help you meet today's targets or position you for long-term growth in a dramatically changing landscape.

- sales cycles are growing longer
- deal size and margins are shrinking
- more decision makers are better informed with more options
- customers demand you know their challenges better
- sales and marketing costs are ballooning.

Smarter companies are rethinking their strategy of just hiring more sales people. They're also investing in sales and marketing efficiency programs to grow revenues faster with lower sales costs.

### TARGETING AND SEGMENTED MESSAGING ARE THE LEADING DRIVERS OF SALES AND MARKETING EFFICIENCY\*

High quality account and contact information gives your team direct, instant access to all the right targets. It lets them spend more time building relationships with key people, not looking for them.

In fact, targeting is the number one driver of sales efficiency and ROI. The more precise, comprehensive and current your information on targets, the better you can serve existing accounts, nurture leads and develop new business.

Better target information also lets you create more relevant messaging for each market segment. Segmented messaging speeds up the sales process, improving efficiency and reducing sales cycles by 24%.

### ELEVATE'S MARKET ACCESS TOOL FOR LATIN AMERICA & THE CARIBBEAN

ELEVATE's cloud based Market Access Tool (EMAT) improves sales and marketing efficiency by ensuring that your team has direct access to all the decision makers and influencers in all the Communication Service Providers (CSPs) in Latin America and The Caribbean.

### EMAT GIVES YOU ALL OF LATIN AMERICA & THE CARIBBEAN IN FULL DETAIL

EMAT instantly gives you comprehensive, current information on decision makers and influencers in all of Latin America and The Caribbean's CSPs with unmatched detail and accuracy.

- Complete data on 241 (and counting) CSPs is compiled, verified and maintained, giving your whole team instant 24/7 access from anywhere.
- Contact details, telephone numbers and email addresses for up to 28 roles in each organization are 100% verified.
- Information is cross-referenced and continuously updated to track new personnel, mergers and market entrants.

ELEVATE *personally* contacts each organization for details of key decision makers, and verifies email addresses using our proven 5 Stage Email Verification Process. EMAT leverages ELEVATE's 15 years experience in providing highly customized account and contact details.

### SOBERING STATISTICS\*

- *Percentage of leads turning to opportunities continues to decline*
- *71% of companies say they need higher quality account and contact information*
- *Only 41% of sales executives make their quota*
- *44% of companies need to improve selling value instead of discounting*

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STAY AHEAD OF THE CHANGING LANDSCAPE.

CALL TODAY OR EMAIL

[EMAT@THINKELEVATE.COM](mailto:EMAT@THINKELEVATE.COM)

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\* Source: CSO Insights