



Sales enablement & Leadgen solution





Today, Technology and IT companies need to go global



01

To generate more revenue

Find new markets in their verticals

To increase their Share value

Expect new funding opportunities

02

03

To stand out from the crowd

Because competition is intense









WHAT WE DO?

OUR MISSION

Yoorop is a sales and Digital Marketing outsourcing firm that helps organizations achieve the results they want in Europe without the costs they fear.

The primary strength of Yoorop is to work with you to successfully optimize and execute your **go-to-market strategies in Europe**. Optimization begins with an accurate assessment of target, processes and strategies.

To assure **implementation** and mastery, our team will develop **execution plans** that track directly with sales and digital marketing performance objectives to bridge the gap between strategy and sales results.

From **strategy, to process, to execution of high value sales**, Yoorop is your partner to better **sales execution** and ultimately **increase your revenue**.

About our services





OUTSOURCED & DIGITAL SALES



From Senior Sales Executive to Inside sales.

Digital Sales operations
Increase the funnel with the right prospect.



STRATEGY

WE HELP YOU DO IT

Increase the value and efficiency of my sales and marketing organization.

Our process



First Pilot phase

Make sure value proposition fit with the targeted market and process are efficient



Execute & deliver

We start the deployment of Sales and marketing campaigns

Report & analyze

Every action are logged and analyzed.

adequate move and structure the right team

& budget, we suggest the



Solution: Account based selling





Sales strategy

Develop go-to-market strategies that enable organizations to deliver on corporate goals and make their number.

> Company history Strategy - solution Market Sizing Sales assessment CRM KPIs



Sales playbook

Prepare the prospect engagement with the right method and standardize the sales process.

Initial pitch
Discovery meeting process
Materials (presentation,
reference deck, etc..)
Objections playbook
Certification

ON BOARDING PROCESS: 5 to 10 days



Database

Creation or consolidation and consistency of your Prospect database

Target account
Company size
Company revenue
Selected contact
Target account
Compelling event
On going update



Outbound prospecting

From email campaigns to cold calling, LinKedin campaigns, community or social selling.

Contact outreach
Sales cadence
Tailored messaging
Appropriate channel



Prospect meeting

In person meeting set and follow up. Level 1 & 2 presentation, deal closing.



Report & analyze

Campaigns & meeting report with defined KPIs.

Initial meeting *
Account discovery
Follow up meetings
Proposal
Closing

Weekly report
New leads
Contact update
Campaigns report
Sales metrics

1 MONTH PILOT

OPERATIONAL ASSESSMENT: 3 to 6 months





Resource's profile

OPERATING PARTNER

Customer point of contact

Manage effective contract

Advise & Report

CUSTOMER FACING Strategist

Go to market strategy

Operational assessment

Market analysis

VP Sales

Complex sales meeting

Sales process coordination

Sales team enablement

B2B Sales

Initial contact

Customer meeting

Deal closing

BUSINESS DEVELOPMENT

Inside Sales Reps

LinKedin campaigns

Cold calls

Email campaigns

Pipeline management

Inbound Expert

Community management

Social media

TECHNICAL

Database analyst

List acquisition

List management

Automation Expert

System integration & management

Content delivery

Educational assets

White papers

Reference stories



Some of our references







European sales development

Go to market consulting Sales support in Europe Large account solution selling

Sector: SaaS solution for FMCG sector

VP sales support in Europe

Sales strategy Consulting
Sales support in Europe
Large account solution selling in Retail

Sector: Pricing intelligence, Retail & consumer electronics



Vekia

Sales strategy & execution France & UK

Sales tool kit development Sales team management Inside sales strategy & execution

Sector: IA in the Supply Chain



Expansion in the UK Market

Develop the go to market strategy
Set initial pipeline for first market penetration
Generate leads

Sector: SaaS solution for construction & building industry





Brandquad

European sales development

Sales support in Europe: UK, Germany, France, Spain Lead generation process

Sector: SaaS Product information management – Retail & FMCG



Our value proposition



Sales Enablement performance

Knowledge
Experts Leaders in complex solution selling and Customer
Acquisition

You can talk to people who know, who have done it and know what it's like.

2 Strategy

Strategy= enablement process to deliver corporate goals and ultimately make the numbers.

We work with you to define the Adequate Go to Market strategy and blue print the path to success. Sales Results = (Quality of the plan) X (Effectiveness of sales execution)

Because every day execution will make the difference, we are committed to work hard, developing our team members to be better at what they do and hold them accountable to effectively executing the plan.



Our contacts



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We d'love to hear from you. To find out more about what Yoorop can offer and to talk through what specific approach might work best for your business, get in touch at www.yoorop.com or contact@yoorop.com

