



**Sales enablement & Leadgen solution**

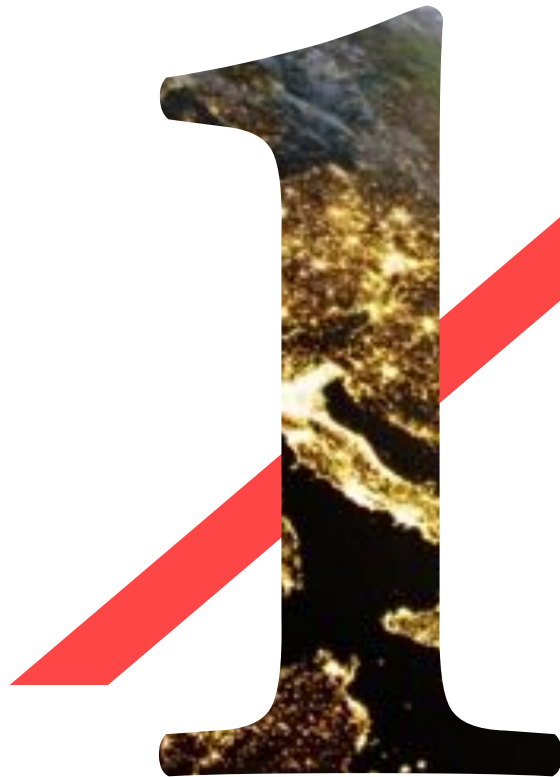
# Today, Technology and IT companies need to go global

**01** To generate more revenue  
Find new markets in their verticals

To increase their Share value  
Expect new funding opportunities

**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

### WE DO IT FOR YOU

From Senior Sales Executive to Inside sales.  
Digital Sales operations  
Increase the funnel with the right prospect.

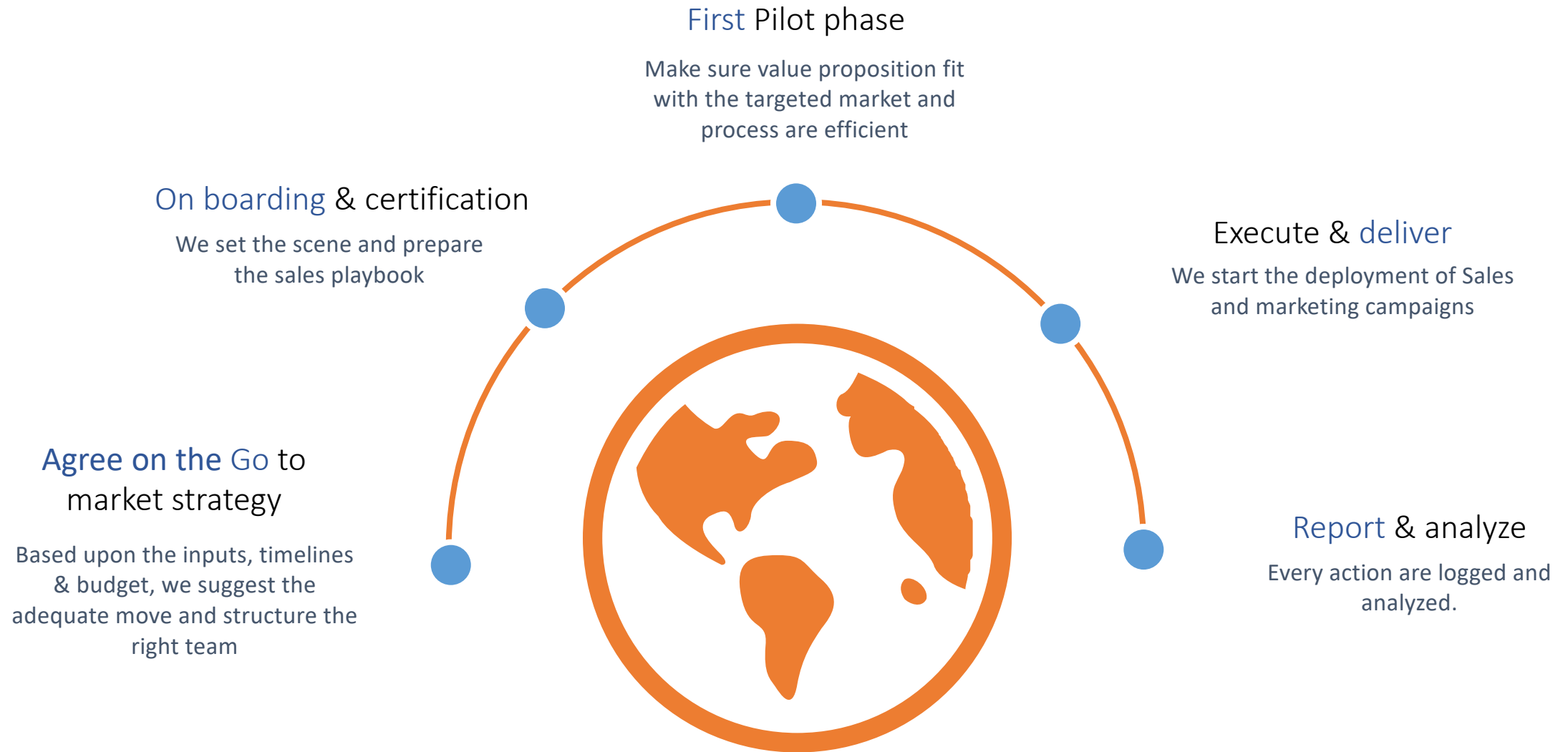


## STRATEGY

### WE HELP YOU DO IT

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

# Our process



# 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



## 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.

Initial meeting \*  
Account discovery  
Follow up meetings  
Proposal  
Closing



## Report & analyze

Campaigns & meeting report with defined KPIs.

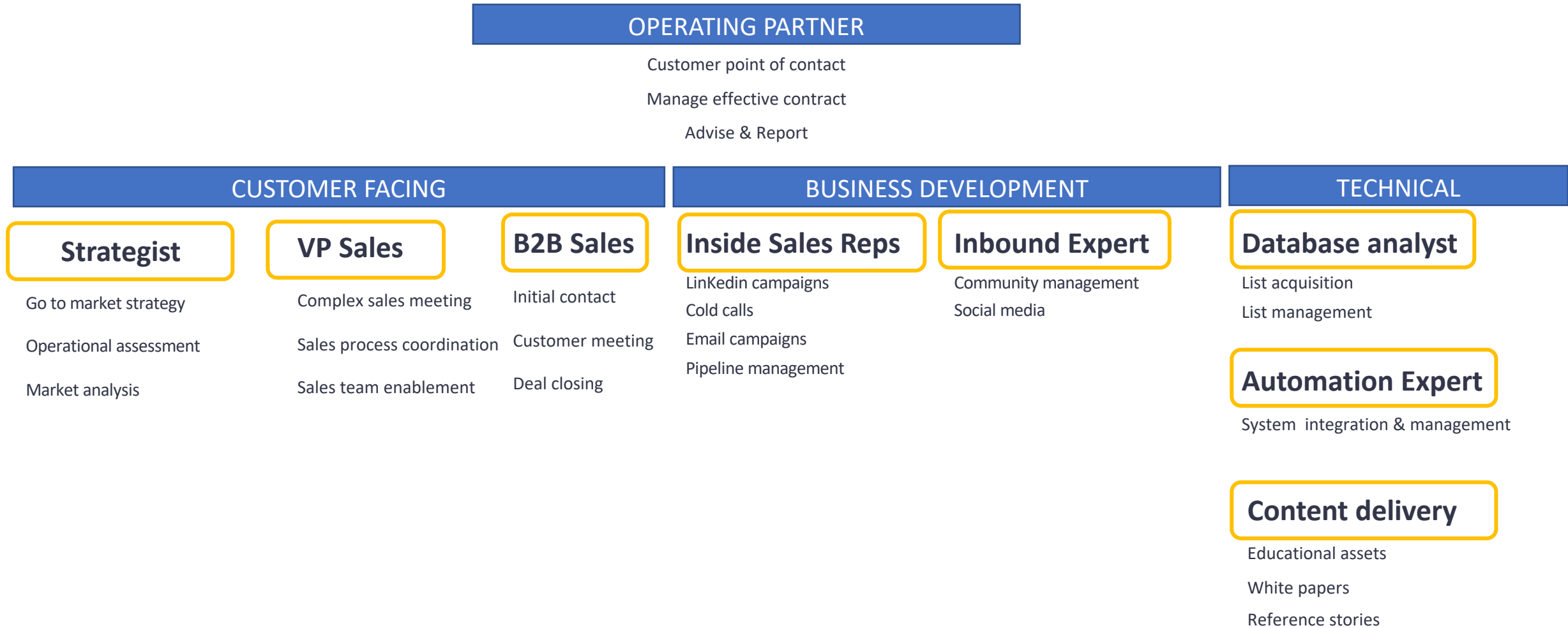
Weekly report  
New leads  
Contact update  
Campaigns report  
Sales metrics

ON BOARDING PROCESS: 5 to 10 days

1 MONTH PILOT

OPERATIONAL ASSESSMENT: 3 to 6 months

# Resource's profile



# 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



## Novade

## 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



## 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



## Brandquad

## European sales development

Sales support in Europe: UK, Germany, France, Spain  
Lead generation process  
  
Sector: SaaS Product information management – Retail & FMCG



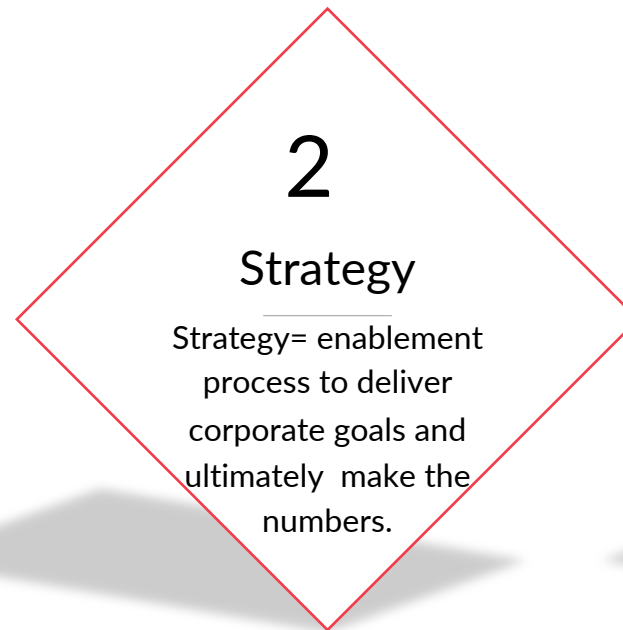


# Our value proposition

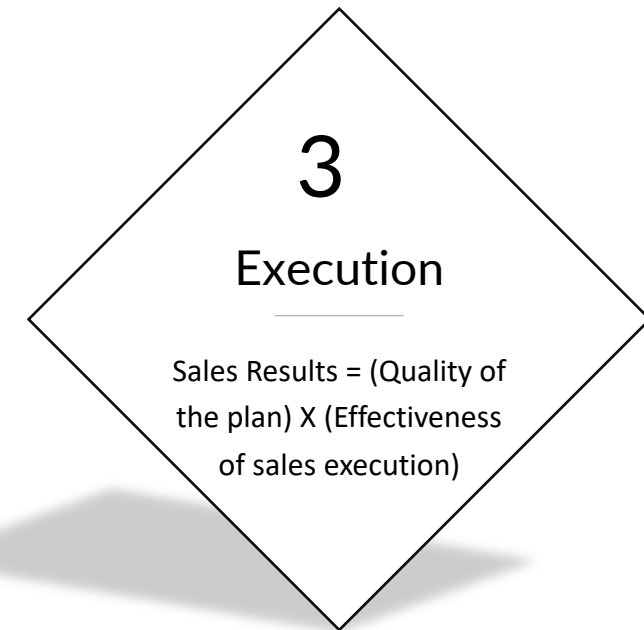
## Sales Enablement performance



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



We work with you to define the Adequate Go to Market strategy and blue print the path to success.



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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### Contact Yoorop

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](http://www.yoorop.com) or [contact@yoorop.com](mailto:contact@yoorop.com)