Virtual Emily



SALES EMILY

Ready to change your life?

If you are reading this document, it's because indeed you are totally ready for it and also to step up your business with the **VCEO Life Experience.**

Thr Virtual CEO is a person who knows that mobiltity and time are the new freedom and therefore, manages business from a smartphone; knowing that the greatest results will come now that a Virtual Emily is doing the best job to accomplish every single goal and go beyond your expectations.

In this document, you will be able to know more about the process and the way we work, in order for you understand the relevance of Virtual **LeadGen** and our techniques that will give you the best possible results.

What is Virtual LeadGen?

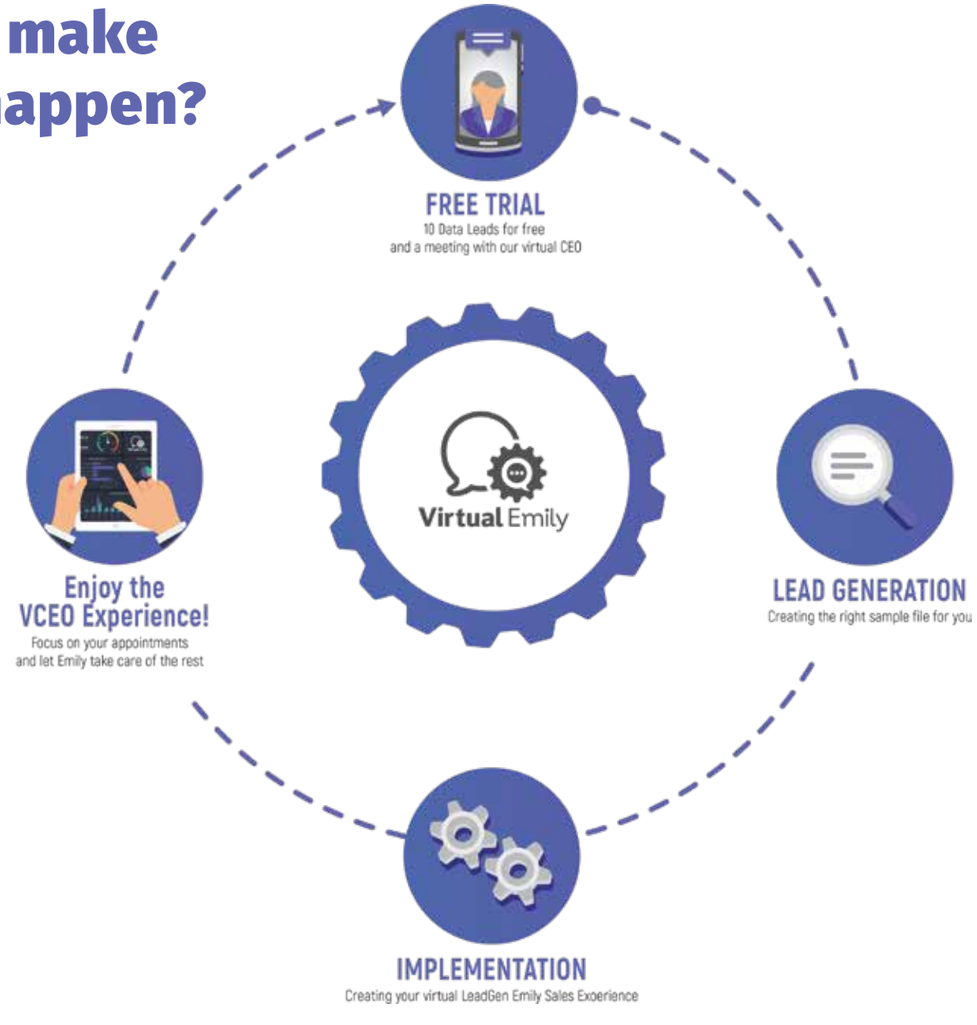
Virtual LeadGen combines advanced **Lead Generation Research** and **Appointment Setting calls** to transform the ways businesses are selling. It is the 3.0 of sales.



How does it work?

We manage your data and create-real time warm leads that we feed to appointment setters, thus generate meetings that will transform and boost your sales!

How do we make it happen?



During this phase, we will consult with the CEO of Vantech Group in order to create strategies based on his needs and objectives regarding the operation. We will develop a SOW (Statement of Work) which will include:

1. Identify the sources, keywords and processes for Virtual Lead Generation.
2. Initial Sample File and feedback from Client.
   BaseCamp set up and responsibilities of Vantech Colombia and Client. Establishing project's scope with the Client's measurable milestones as responsibilities, in order to achieve a project based on what the client defines as success.
3. Implementation. Begin Calling and Appointment Setting.
4. Execution. Establish continuous feedback between Virtual LeadGen team and client, based on meetings and warm leads generated, in order to achieve milestones for success.

How is it possible?

Our Remote Assistants generate more leads and book appointments for you in real-time regarding 3 key aspects:



LEAD GENERATION

We use our Lead Generation process to find your prospect clients.



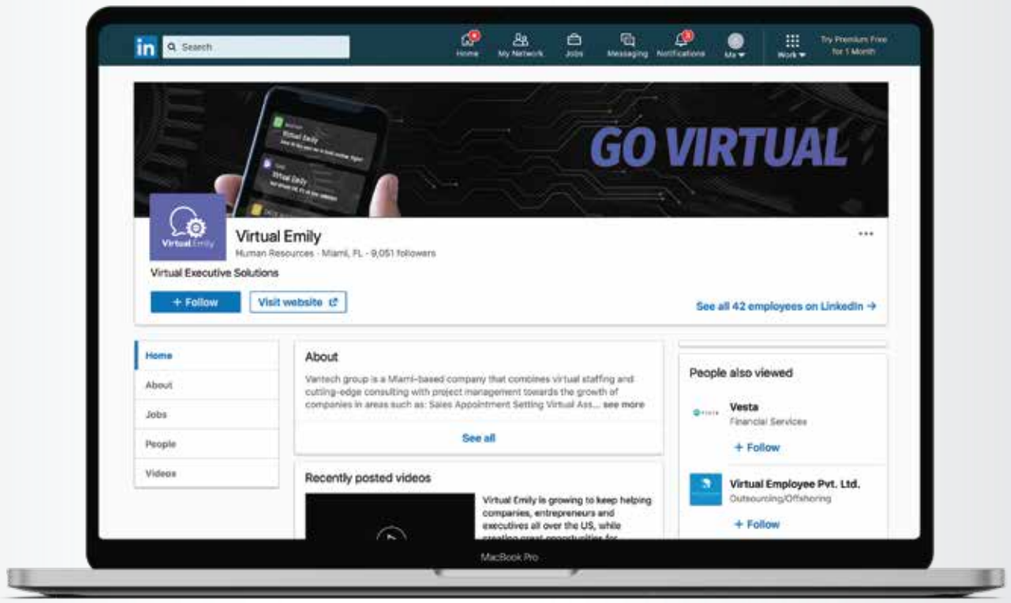
SOCIAL MEDIA

We establish a social media campaign for all of your networks. (Facebook, LinkedIn, E-Mail Campaigns and others)



APPOINTMENT SETTING

We schedule appointments for you and manage your agenda. based on LeadGen + Marketing



How do we do it?

These are the most basic steps to be followed in order to have a successful Lead Generation process:

Why do you want to get leads?

Simple, you want to generate appointments in order to increase your sales.

Reasons for a Lead Generation process:

- Your existing database has never been updated.
- You have lead-hungry sales teams ready to make you some money by selling through phone, but with no current data to exploit.
- You need help with meetings generated by a successful team of virtual lead generators.
- You need brand awareness and successful e-mail marketing campaigns that increase your traffic.





Who are your clients?

You are the one who knows your business the best, and knowing your target client is crucial for stating what kind of leads you need; be sure to account those specific factors that constitute your market and build a clear profile with the information you need.

Leads are not leads if they don't have some sort of contact information for you to generate an appointment or have something in particular that interest them in your services. Ask yourself:

- What industry will I focus on?
  Food, Telecommunications, Real Estate, Marketing, Staffing, etc.

- How big should my clients be?
  Startups, mid-sized or large companies

Who is my buyer?

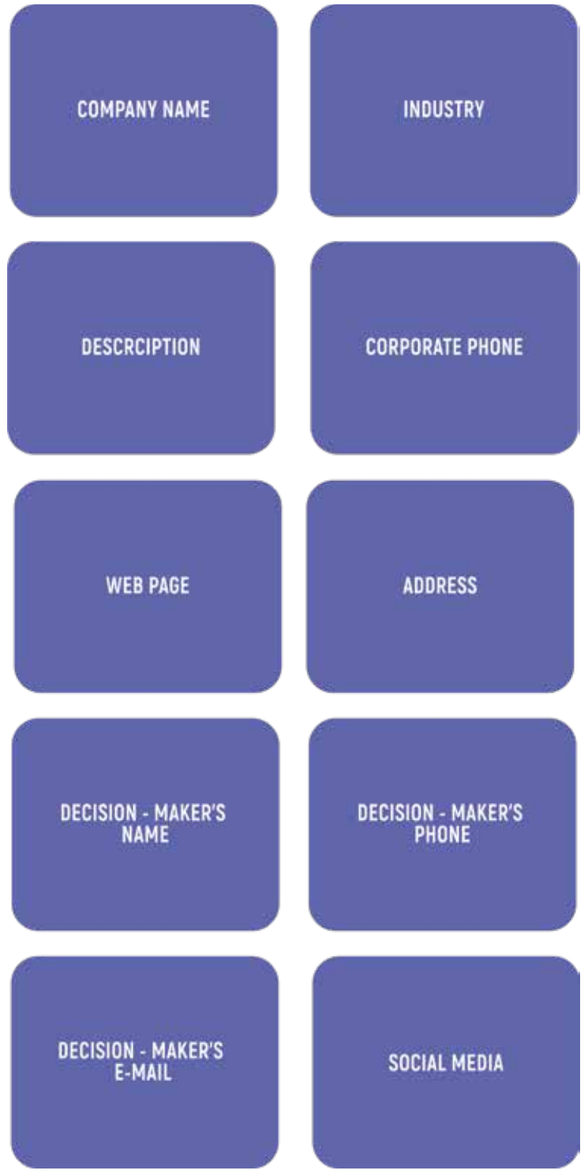
You need a decision-maker that has enough authority and is capable of purchasing your services inside the company. Ask yourself:

- What department am I trying to reach?
  Marketing, Human Resources, IT, Executive Board, Business Development, International Relations, etc.

- What position suits me the best?
  Chief Executive Officer, Vice-president of Information Technology, Business Development Manager, HR Executive, etc.

- What kind of information do I need?
  Phone number, branch or HQ address, e-mail address, Social Media, Website, etc.

After understanding the information you are looking for, organize it in categories:



DEFINE A LEAD

The most accurate and yet overall definition of a lead is: someone who is interested in your business and services. That's it. No way round.

Creating a good lead generation process is an art itself: every business is unique, so are its leads. It takes time and continuous feedback from sales; without communication between the lead generator, the sales, and marketing teams, it is not possible to measure the appropriate KPIs for success.

What are my KPIs?

- Number of appointments
- Conversion rate on Sales

What kind of leads do I need?

There are two types of leads you can profit from:

WARM LEADS

Leads that are interested in your business

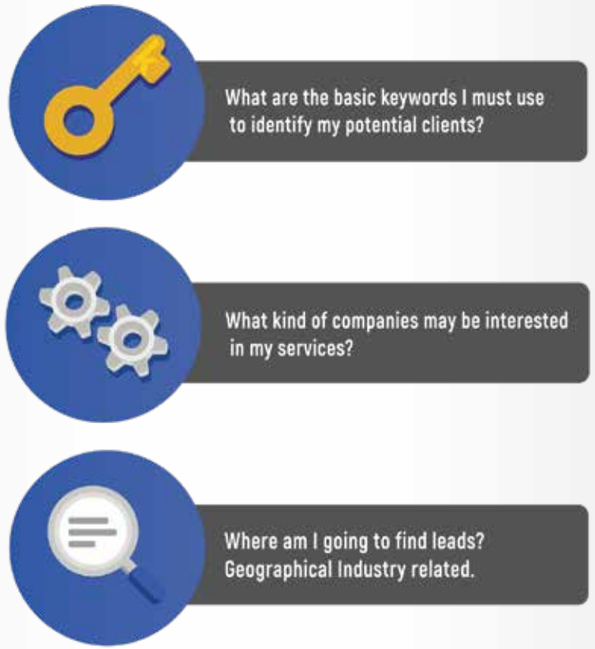
- Inbound e-mails
- Job postings
- Referrals
- Networking-made contacts

COLD LEADS

Leads that have not implied directly they are interested in your business, but they fit the profile you are looking for:

- Databases specifically designed based on DM
- E-mail campaigns
- Social media campaigns
- Cold call campaigns

How to find leads?



CREATE A SAMPLE FILE

Now that you realize what type of the leads you need and how to get them, create a sample file that puts all this reasoning into practice.

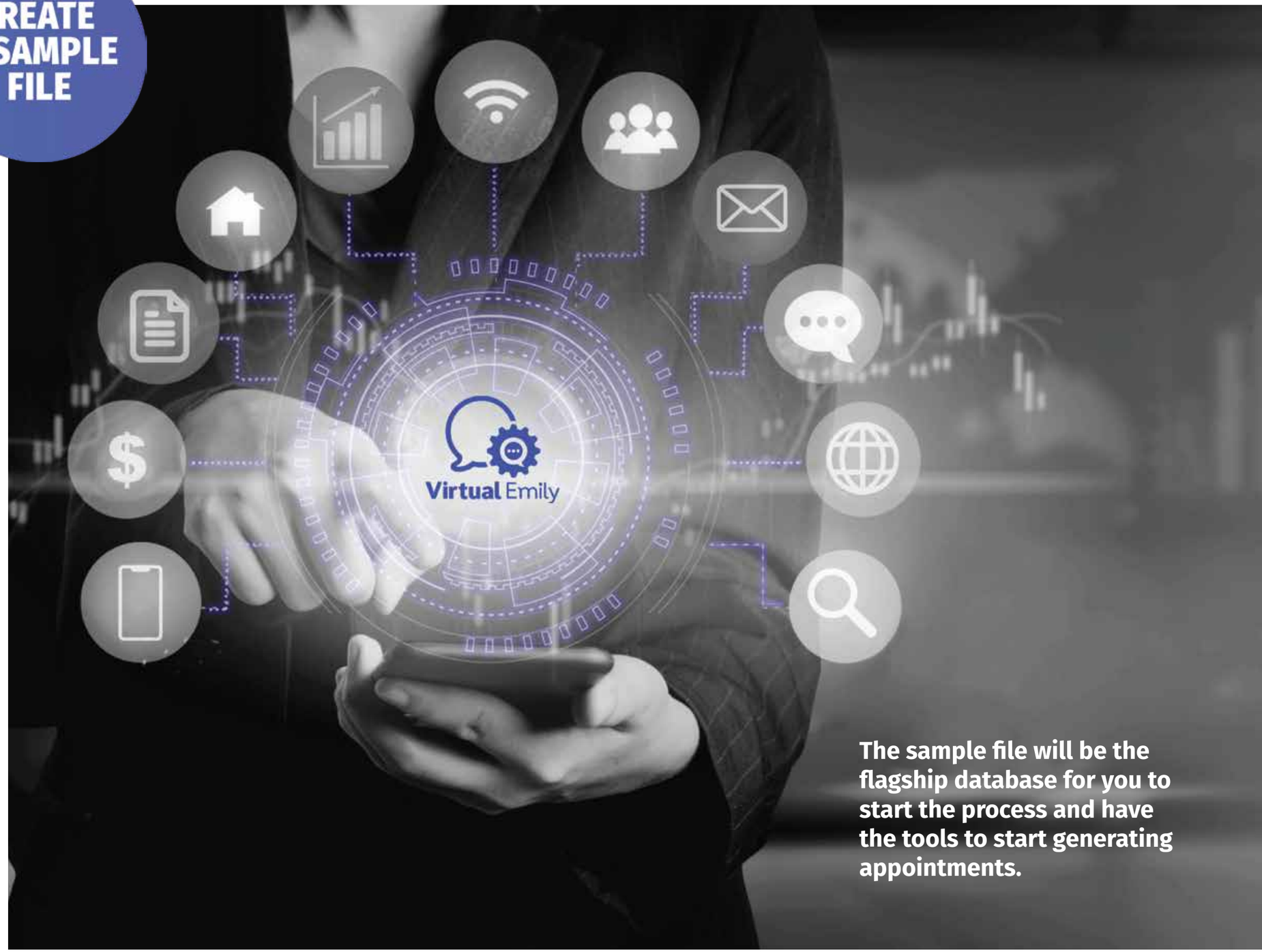
If the sample file doesn't work, probably the rest of the leads are going to be useless too, but if itis well-done and proves to be successful after you try it, the subsequent leads built around it should do as well.

What kind of leads do I need?

Current clients: They serve as the basis of the profile and keywords set up to begin.

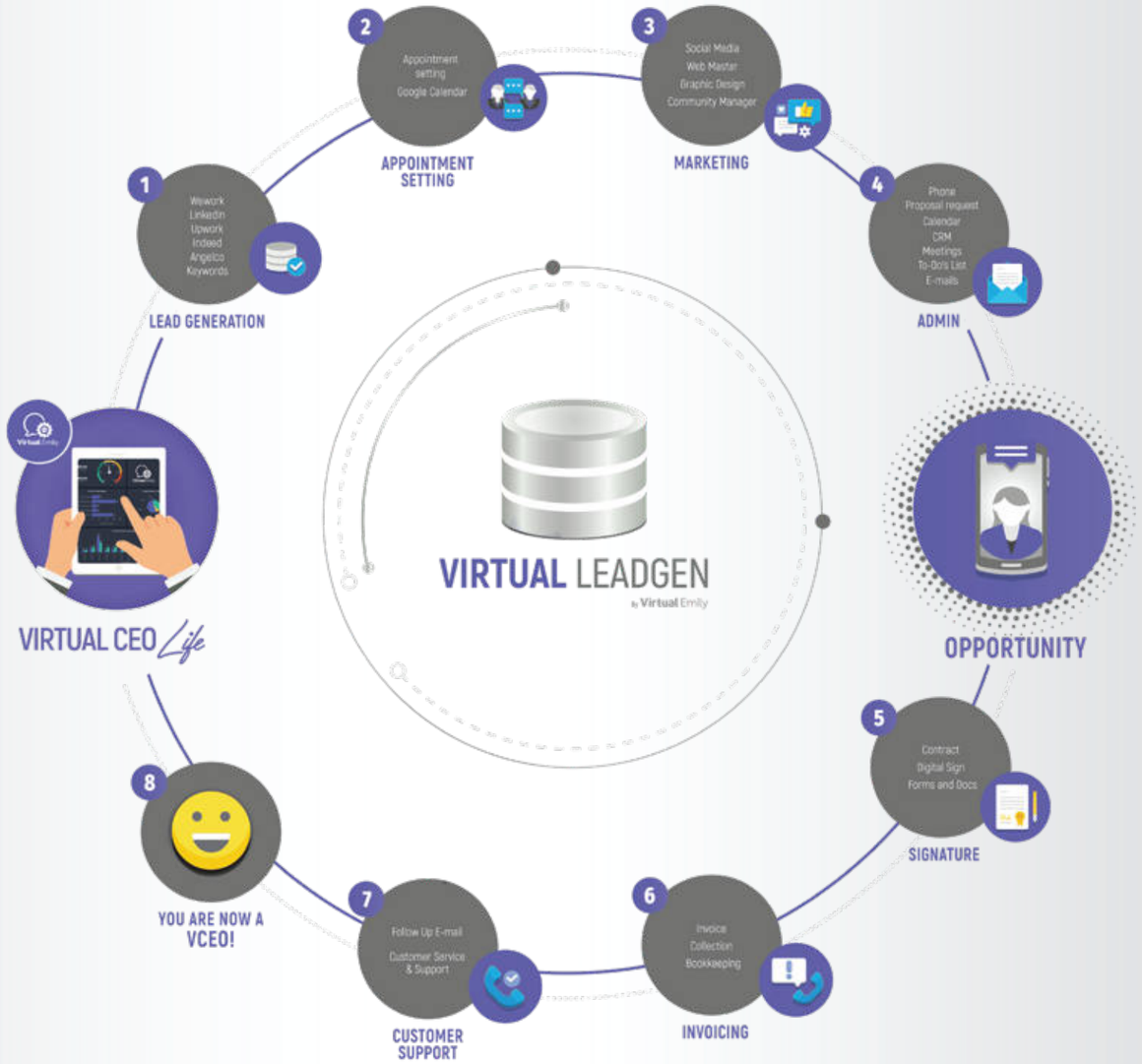
Warm leads:

- Job postings that fit your services
- Companies with successful past
- meetings
- Old clients
- Companies with similar criteria



The sample file will be the flagship database for you to start the process and have the tools to start generating appointments.

LeadGen + Appointment Setting Sales Cycles



I already bought databases, why should I use Lead Generation?

Some of our clients believe they have bought the perfect database but, when they start calling, they find out people no longer work in there, companies no longer exist, telephones are disconnected and no additional info on the decision-maker is available to make a proper sales pitch.

The main advantage of a tailor-made lead generation process is that you get an automatized lead generation appointment-setting machine.

Keep on with the hard work and you will definitely begin to see the results of having executed a correct Lead Generation process.

FAQ

What's the first step?

Read the White Paper and do your homework!

How many leads do I get per month/week?

Let us create a sample file for free so we can tell you It depends on the criteria for the research process. The sample file and the market will give you the average estimate of leads per week.

Can I have an automatized lead generation process for appointment setting?

Of course, you can and will, you need a CRM; we recommend Hubspot which is free and has all the tools you need to streamline the process.

How do I know if somebody is good for lead generation? What is their profile?

- Great research experience
- Results-driven
- Computer-savvy
- Phone Skills
- We headhunt our Remotel Assistant's for our clients

What if a lead has incorrect information?

LeadGen + Appointment Setting is a continuous process you begin again until have the correct data and reach your goals; appointment setting.

What if I don't have time to administrate a CRM?

You hire a Remote Assistant to do the process for you. We highly advise you to keep track of the process in the CRM; it is user-friendly. With us, the CRM is included and you can have real-time updates on your smartphone. This is what we call the Virtual CEO Experience.

CONTACT US FOR MORE INFORMATION

www.virtualemily.com

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