ASR

Automated Sales Rep

"Finally, there's automation for that."

Automated Sales Rep™ (ASR) – Lead Generation System
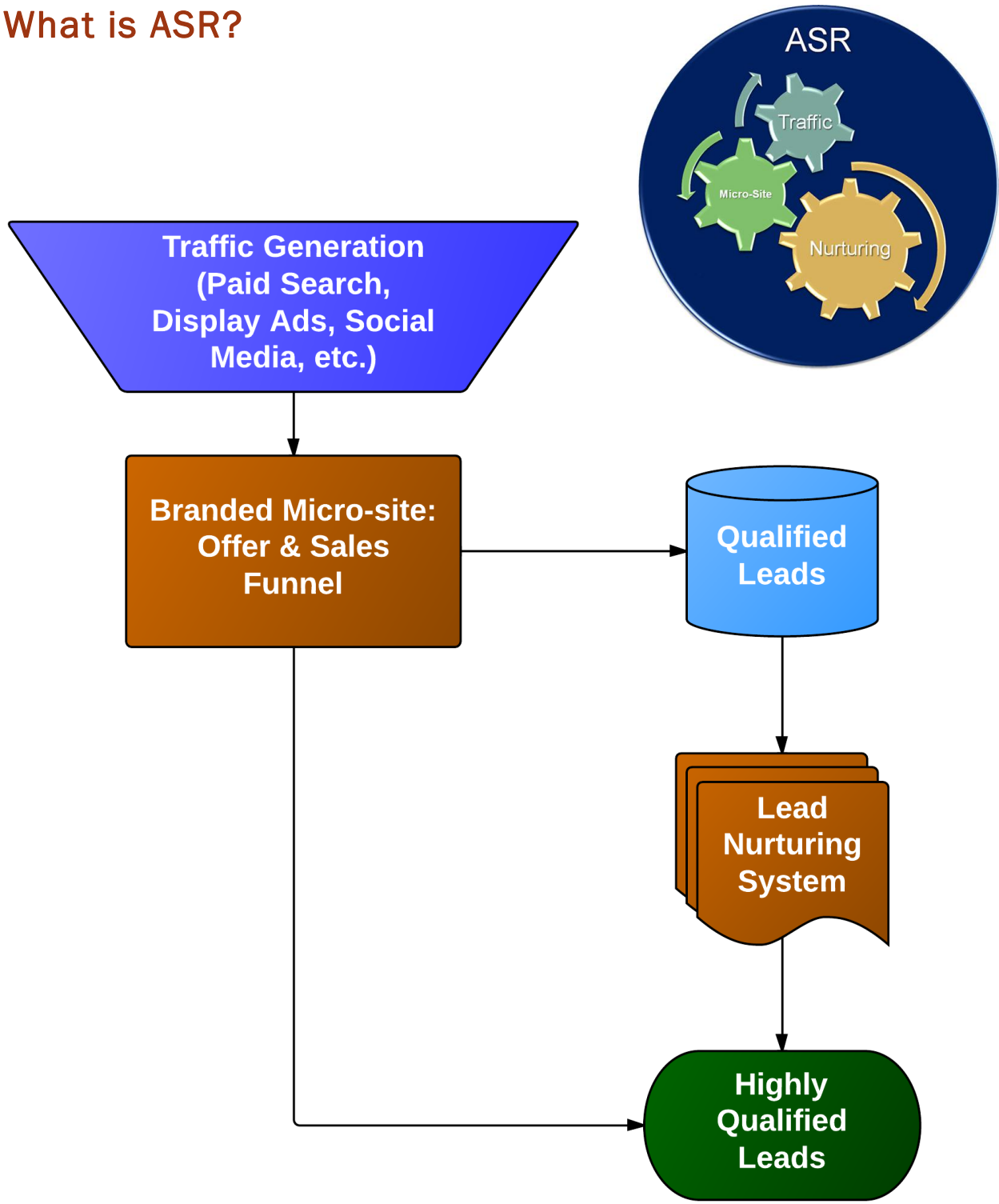Executive Summary

ASR

The Automated Sales Rep (ASR) is a cutting-edge, cloud-based system that automates the process of marketing and sales from **first contact to sales conversion.** ASR continuously improves the process of lead generation & development by integrating a series of best practices designed to constantly evolve and **increase results while driving down costs.**

The Benefits of ASR

- Massive Exposure & **Visibility** for your product or service

- Quick **Time to Market**

- Continuous Revenue **Growth**

    o Produces **New** Opportunities

    o Allows More Time to Expand **Current Accounts**

    o Provides **marketing collateral** for use in existing client base

- Increased Marketing **ROI**

    o System Efficiencies Drive Down Costs and **Increase Results** Over Time

- Minimal Time & Resource Investment from Your Team

    o ASR's Automation Frees up Manager's Time for Other Tasks

    o **No IT Resources** Needed from Your Team

Most importantly, this turn-key system allows manager's add a **new revenue opportunities with current clients**.

What is ASR?

Traffic Generation (Paid Search, Display Ads, Social Media, etc.)

Branded Micro-site: Offer & Sales Funnel

Qualified Leads

Lead Nurturing System

Highly Qualified Leads

Why ASR?

"Today's managers need more results with fewer resources."

ASR will:

- Drive **qualified leads** using automation
- Introduce **new revenue streams**
- **Free your team's time and budget** to focus on expanding current accounts
- Reduce your team's need to develop marketing materials
- Leverage our online marketing and sales expertise to increase your product visibility and your sales
- **Automate previously expensive and time consuming tasks** from demand generation to qualified lead

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ASR offers managers **a new way to increase revenue** with all the benefits of today's automation.

With continuous service improvement, **system inefficiencies are quickly found and fixed improving ROI and growing revenue** month after month.

ASR discovers **the precise message-to-market-match** to leverage in other advertising mediums with similar results.

Getting Started

Step 1: Market Discovery & Strategy

▸ Work with your Subject Matter Expert to discover & develop an understanding of your product and target market
▸ Research Market & Competition
▸ Develop Strategy & Approach

Step 2: System Development

▸ Micro-site Customized to Your Brand
▸ Online Advertising Accounts
▸ Lead Nurturing System
▸ Testing System
▸ Tracking & Measurement

Step 3: Pilot

▸ Pilot Timeline: 3 months
▸ Pilot Scope: Single Product Vertical

Single country or region

▸ Initial Traffic Source: AdWords Search & Display

Step 4: Expansion

▸ After the pilot, the system can be expanded to other regions and other traffic sources.

Pilot Costs

Our pricing model is designed to <u>scale</u> with your needs and budget.

One ASR System is setup and licensed for each product vertical. Each system is designed to carefully target each market segment and product line differently. *The traffic volume dictates the speed & lead flow and can be changed to meet your budget requirements.*

1. Setup Fee The ASR setup fee includes customization & implementation of the system to align with your brand & training vertical.	**$10,000 - $15,000*** One Time fee Per System Setup fee depends on scope determined in Step 1.
2. License Fee The ASR license fee includes the delivery and continuous service improvement of the ASR system components to generate leads and increase performance over time.	**$6,000** per Month Per System
3. Advertising Fee The ASR advertising fee includes the 3rd party advertising costs and a 15% management fee to optimize traffic for quality and cost.	**Choice of Traffic Volume** **Average:**　**$10,000** **Fast:**　**$15,000** **Turbo:**　**$25,000** Traffic Costs = 3rd Party Advertising Fees + 15% Mgmt Fee

* Important Note: The Setup Fee does not include the creation of Marketing Collateral outside of the website. Marketing Collateral such as PDF downloads or videos can be important components in a successful campaign. We can help create these items for an additional fee that will be quoted when we can identify and scope those activities.

Ready to Put ASR to Work for You? Schedule your one-on-one demonstration and consultation now. Call or Email Rick Lemieux today at 401-764-0720 **or** *info@virtual-it-training.com*.