

ICOSALES: CLOSING MORE DEALS TODAY

WHAT IS ICOSALES?

DO YOU EVER WISH YOU WERE CONVERTING MORE OF THOSE EXPENSIVE INTERNET LEADS INTO CLOSED DEALS? THAT IS WHAT ICOSALES IS--"TO HIT OR STRIKE" (IN FANCY LATIN) SALES. THE TEAM AT KALEIDICO HAS POURED HOURS INTO CREATING AND CONTINUALLY REFINING THE BEST SYSTEM IN THE INDUSTRY TO ACQUIRE AND CLOSE CUSTOMERS.

WE **DON'T SELL LEADS**. THIS ALLOWS US TO ADD THE DEAL DRIVING POWER OF ICOSALES TO ALL OF YOUR LEAD GENERATION CHANNELS (LEAD BUYS, WEBSITE, DIRECT MAIL, AND MANY OTHERS). THIS ALSO ALLOWS US TO OBJECTIVELY SHARE OUR EXTENSIVE KNOWLEDGE EXPERTISE ON BUYING LEADS AND SELECTING LEAD PROVIDERS. [LEARN MORE.](#)

WE **ARE NOT CRM!** HOW DO YOU MANAGE A RELATIONSHIP YOU DON'T YET HAVE? THIS CONFUSION DISADVANTAGES MANY SALES TEAMS. ARE YOU TIRED OF BEING GIVEN CLUNKY CRM AND CONTACT MANAGERS THAT MAKE YOU DO MORE WORK AND MAKES YOU LESS PRODUCTIVE IN CLOSING DEALS? DO YOU EVER GET INTO THAT RHYTHM AND TEMPO WITH YOUR SALES THAT IT ALMOST FEELS MUSICAL? THAT IS THE SALES CADENCE ICOSALES TAPS YOU INTO WITH ITS SIMPLICITY AND ACTION ORIENTED USER ENVIRONMENT. [LEARN MORE.](#)

ACQUIRING CUSTOMERS AND HELPING YOU DELIVER AMAZING CUSTOMER EXPERIENCES IS OUR PASSION AND YOU GET THE RESULTS.

WHAT MAKE ICOSALES DIFFERENT?

THE DIFFERENCE IN ICOSALES IS OUR DESIGN PHILOSOPHY. WE DON'T TRY TO MEET CRM SYSTEMS FEATURE FOR FEATURE. WE STARTED WITH A BLANK SHEET OF PAPER BACK IN 2001 AND SAID WHAT TURNS LEADS INTO CLOSED DEALS. THEREFORE, WE DESIGNED AND SUBSEQUENTLY DEVELOPED ICOSALES TO CONVERT MORE LEADS INTO CLOSINGS. WE QUALIFY EACH INNOVATION AND FEATURE THROUGH THE FOLLOWING QUESTIONS:

INCREASES SALES VELOCITY

- DOES IT ENSURE I AM FASTEST AND MOST RESPONSIVE CONTACT THE PROSPECT RECEIVES?
- DOES IT REDUCE THE TIME FROM LEAD CREATION TO CLOSED DEAL?
- DOES IT INCREASE THE NUMBER OF PROSPECTS I CAN TALK TO EVERYDAY?

IMPROVES YOUR PROSPECTS' SALES EXPERIENCE

- DOES IT ENSURE I NEVER LOSE A CUSTOMER IN THE PIPELINE OR MISS A FOLLOW-UP?
- DOES IT ENSURE THAT I CONTACT EVERY INQUIRY?
- DOES IT ENSURE PROSPECTS NEVER HAVE TO GIVE ME INFORMATION THEY HAVE GIVEN BEFORE OR REMIND ME OF WHAT WE TALKED ABOUT LAST?

IMPROVES MARKETING AND SALES PERFORMANCE TRACKING

- DOES IT HELP YOU OBSERVE, IN REAL TIME, SALES PERFORMANCE?
- DOES IT HELP YOU OBSERVE, IN REAL TIME, MARKETING PERFORMANCE?
- DOES IT HELP YOU TO FOCUS SALES TRAINING AND MENTORSHIP?
- DOES IT HELP YOU BUY OR GENERATE BETTER LEADS?

FOR MORE INFORMATION, CONSULT THE LEAD MANAGEMENT EXPERTS AT KALEIDICO:

WWW.KALEIDICO.COM | WWW.ICOSALES.COM

866.667.5253



ONCE A FEATURE IS LAUNCHED, ARE ICOSALES CUSTOMERS...

- USING THE FEATURE?
- INCREASING THEIR CONTACT RATES?
- INCREASING THEIR APPLICATION RATES?
- INCREASING THEIR CLOSING RATES?
- MAKING MORE MONEY?

HOW DOES ICOSALES WORK?

WE HAVE MADE ICOSALES THE SIMPLEST AND EASIEST TECHNOLOGY DECISION YOU HAVE EVER MADE.

YOU DON'T NEED:

- BIG BUDGETS
- PROJECT TEAMS
- SIX MONTH IMPLEMENTATION GANTT CHART
- SOFTWARE ENGINEERS TO BUILD FANCY INTERFACES
- NEW HARDWARE
- STATE-OF-THE-ART DATA CENTER
- SPECIAL OPERATING SYSTEM
- OFF-SITE OR ON-SITE TRAINING

HERE IS WHAT YOU NEED:

- LEAD SOURCE OR TWO OR 100
- ANY WEB BROWSER
- ANY INTERNET CONNECTION
- \$50, ABOUT THE PRICE OF 1 INTERNET LEAD
- BURNING DESIRES TO CLOSE MORE DEALS AND MAKE MORE MONEY EACH AND EVERY MONTH!

WHAT DOES ICOSALES DO FOR YOU?

HAVEN'T WE ALREADY GONE OVER THIS? OKAY, ONE MORE TIME:

- UNIQUE "LOAD AND SHOOT" SALES INTERFACE ENSURES EACH SALES PROFESSIONAL IS LASER FOCUSED ON CLOSING ONE DEAL AT A TIME
- AUTOMATED SALES WORKFLOW AND PIPELINE MANAGEMENT AVOIDS WASTED TIME *PICKING LEADS* TO WORK ON NEXT
- REQUIRED, DISCRETE ACTION BUTTONS ENSURES EACH LEAD IS PROPERLY TRACKED AND ANNOTATED THROUGHOUT ITS LIFECYCLE
- ACTION-ORIENTED USER INTERFACE GETS THE SALES PROFESSIONAL IN A PRODUCTIVE RHYTHM AND TEMPO THAT CLOSSES MORE DEALS
- MANAGE ALL OF YOUR EMAIL CONTACTS AND CAMPAIGNS WITH BRAND CONSISTENTLY AND WITHOUT LEAVING YOUR SALES CONSOLE
- SCHEDULE FOLLOW-UP AND NEVER MISS AN APPOINTMENT OR COME UNPREPARED, AGAIN WITHOUT EVER LEAVING YOUR SALES CONSOLE
- RAISES EVERY SALES PROFESSIONALS FOCUS, PERFORMANCE, AND CONFIDENCE
- CLOSSES MORE DEALS AND MAKES YOU MORE MONEY

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WHY SHOULD I TRY ICOSALES NOW VERSUS "IN THE NEXT BUDGET CYCLE?"

WE ARE GOING TO LET YOU DO THIS ONE YOURSELF. ASSUME THAT ICOSALES INCREASES YOUR SALES BY 1% (OUR AVERAGE CLIENT IS EXPERIENCING 3%-5%) TO BE CONSERVATIVE.

WHAT IS THE ADDITIONAL REVENUE? SUBTRACT \$50.

HOW IS THAT FOR A BUSINESS CASE?

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