

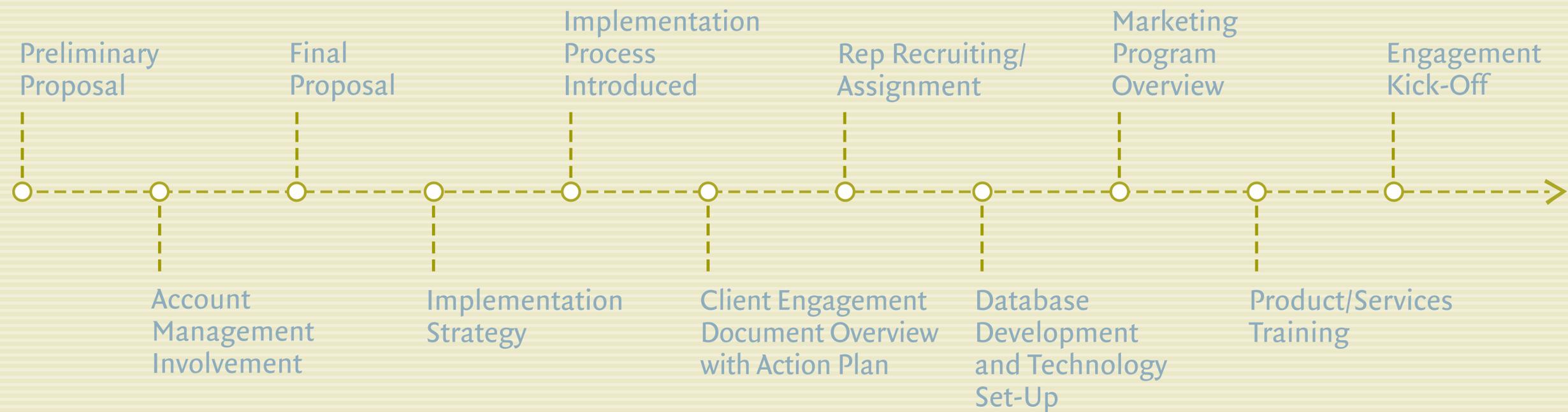
> WELCOME TO CERIDA

Cerida is a place where smart people work very hard together to deliver the highest possible ROI for our clients. To help ensure our clients' success, we:

- Recruit the best and the brightest qualified candidates
- Train them thoroughly in the tools of the trade
- Teach them how to sell effectively at every point in the sales cycle
- Help them hone their skills day in and day out
- Deliver reports to clients that turn data into information into strategic knowledge
- Facilitate the integration of clients' marketing, sales, and customer service efforts

Cerida. Driving Sales Full Cycle.

Start-Up Process



Implementation Timeline — From Proposal to Service Delivery

Your Direct Line To Greater Response

"We analyze your existing customers, prospects and market responders to uncover underlying demographic trends."

> Target Market Services

GENERATING BETTER LEADS

Comprised of an extensive array of evaluation tools and methodologies, Cerida's Target Market Services (TMS) offers companies in a number of industries the ability to develop and generate qualified prospect leads with greater success than ever before.

As teleprofessionals, the success of our engagements depends greatly on the quality and focus of our client's prospect lists. TMS offers our clients a more reliable database than could be obtained through list-buying services

Target Market Service lists:

- Contain enhanced marketing data
- More accurately reflect the client's target demographics
- Contain a higher percentage of "target" prospects enhancing the success ratio of the calling engagement

Seeing the need for better data derived from high-quality sources, Cerida is constantly seeking ways to fill the pipeline with highly targeted, updated prospect files, which we can then develop into qualified leads. Our value-added TMS program does just that.

QUALITATIVE AND QUANTITATIVE RESEARCH

To generate a list that most accurately reflects a client's customer profile, we conduct both quantitative and qualitative research. Far more than a mere technology tool, there is a strong consulting element to TMS. In fact, before we attempt any data compilation, we engage in an extensive discovery process to better understand our client's objectives. Through these discussions, we extract critical knowledge and expertise in your business and translate it into a revealing demographic profile of your ideal customer.

Next, we match those traits against updated, high quality data from such recognized sources as Dun & Bradstreet, Z/D Market Intelligence and Harris InfoSource. By selecting the right data provider based on the specific requirements of the program, and then applying demographic parameters to the data, we are able to generate a customized prospect file that achieves maximum results.



The success of TMS is based on our ability to constantly track and record our progress in the program. As teleprofessionals, Cerida contacts considerably more people on a daily basis than most companies could do on their own. Through TMS, we capture invaluable knowledge about your prospects and continually leverage this “value added” information in building subsequent targeted lists.

ADVANCED MARKET METRICS

Another practice that ensures successful list creation is our analysis of your existing customers, prospects or market responders to uncover underlying demographic trends. With our tools, we can quickly find companies with similar traits. This tactic greatly increases your chance for

success, since companies with matching demographics (industry, size, etc.) will tend to have similar “pains” that your product or service can solve.

In many ways, a strong initial list is essential to a marketing program's success. Developing an accurate, responsive database through Target Market Services is one way to ensure that success is achieved.

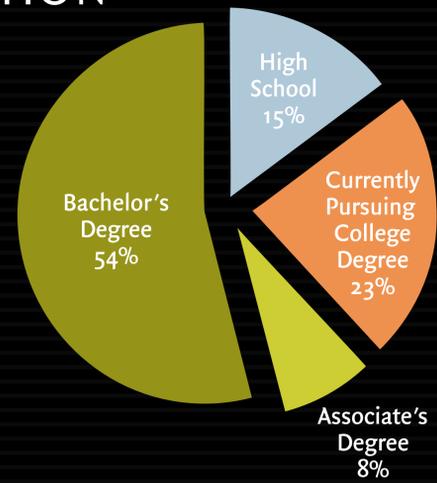


Cerida's Universe of People

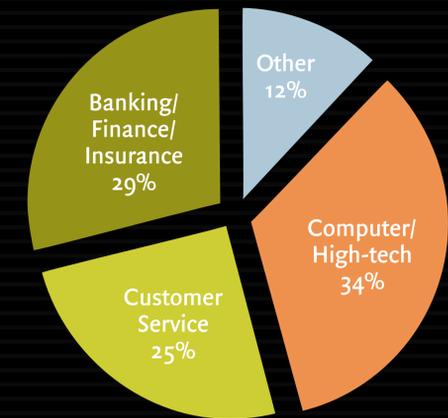
A Positive Work Environment —

Maintaining the integrity of our workplace is a value that has led Cerida to become an employer of choice. Our goal is to ensure that employees feel trust and confidence in our commitment to supporting their professional growth and well-being while simultaneously achieving Cerida's short- and long-term business objectives.

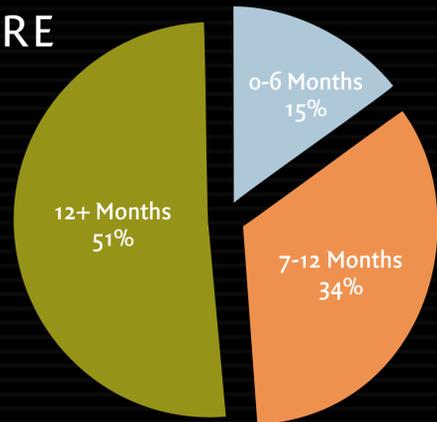
EDUCATION



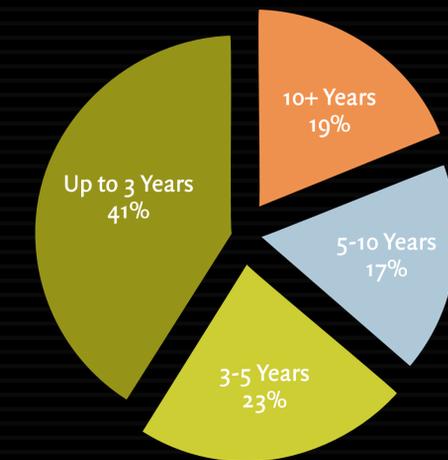
PRIOR WORK EXPERIENCE



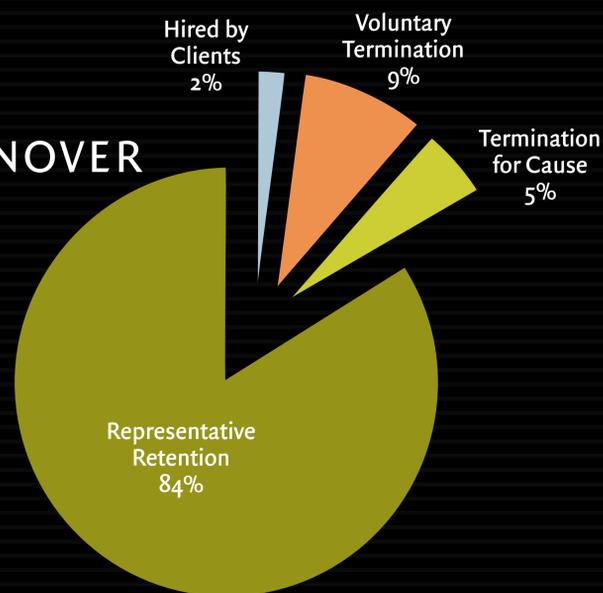
TENURE



YEARS OF EXPERIENCE



TURNOVER



1. Introduction to Cerida

2. Phone System Training

3. Computer Desktop and Technology Training

4. Client Product/Service Training

New Employee Orientation Cycle

5. Team Meeting with Other Representatives on the Project

6. Parallel/Hip-to-Hip Listening to Calls

9. The First Call

8. Familiarization with Client's Literature and Sales Process

7. Tape Club with Team for Further Learning

Three to Five Days

Training Philosophy

Combining years of sales experience with a true focus on quality, Cerida continues to specialize in training representatives to professionally and efficiently handle client engagements.

Our representatives, our single most important resource, undergo thorough training specific to our organization, to the industry, and to the customers we are serving.

Our representatives will not begin making calls on a client engagement until they can demonstrate the knowledge necessary to act and react in an effective manner.

MVP: Building A Solid Foundation

> Market Validation Program

PROCESS-ORIENTED ORGANIZATION

At Cerida, we have a well-deserved reputation for running a highly efficient process-oriented organization. In fact, what makes us a leader in the teleprofessional industry is our absolute insistence on providing clients with up-to-the-minute detailed tracking reports and sales documentation. In short, we plan our procedures every step of the way.

Yet all too often many emerging and even established companies do not take the necessary steps to map out their own sales process before rushing a new product or service to market. Questions often remain about which customers to target, how to position the product with those customers, and how to reach them, whether through field sales, telesales, e-commerce, or some other distribution strategy.

Given the ultra-competitive nature of today's technology-driven economy, there is little room for such a trial-and-error approach to marketing. Success in maximizing the window of opportunity often depends on a company's ability to get it right the first time. To help you develop a winning sales strategy right from the start or to improve an existing one that is not meeting management's expectations, Cerida offers its Market-Validation Program (MVP).

CAN YOU ANSWER THESE QUESTIONS ABOUT YOUR MARKETING AND SALES STRATEGY?

- Who is your ideal customer? What is their profile? How are they influenced? By whom?
- What is your message for each segment of the market? What will their objections be? How will you overcome those objections?
- How long is the actual sales cycle for this product? What are the steps during each phase of the sales process?
- How do customers want to use your product? Have you highlighted what's really important to them?
- Do your prospects feel your product is priced correctly? How do they evaluate its value?
- What are the best distribution channels for this product (i.e. Direct, Indirect, Electronic, OEM)?



PUTTING YOUR STRATEGY TO THE TEST

MVP helps companies understand market dynamics before they commit to a final market strategy or sales model. To do this, our experienced senior consultants and teleprofessional representatives take your offering to real prospects. We test the feasibility of the targeted customer segments, price points, positioning, and messaging. We summarize this feedback for you along with our recommendations for improving your product's odds for success. In addition we jump-start your sales efforts by selling your products when the opportunity exists, or we develop qualified

prospects for your own sales force to pursue.

Cerida provides this customized service to a wide range of companies looking for a cost-effective way to ensure their marketing and sales efforts are on target:

- Startup companies launching a new and innovative product or service;
- Existing companies who have products that are not meeting sales and marketing expectations;
- Companies bringing to market a new product that falls outside the companies' traditional product lines;

- Companies trying to retro-fit a new product into their sales strategy as a result of a merger or acquisition.

No matter what your current sales model strategy, whether it's a direct sales force with field sales or inside sales, or an indirect model that works with VARs, integrators or OEMs, MVP will instill a best practices methodology that will have your operation running at peak efficiency.

The Market Validation Program (MVP) helps companies gather critical market information before committing to a marketing strategy while building a solid pipeline of qualified business opportunities for you to pursue.



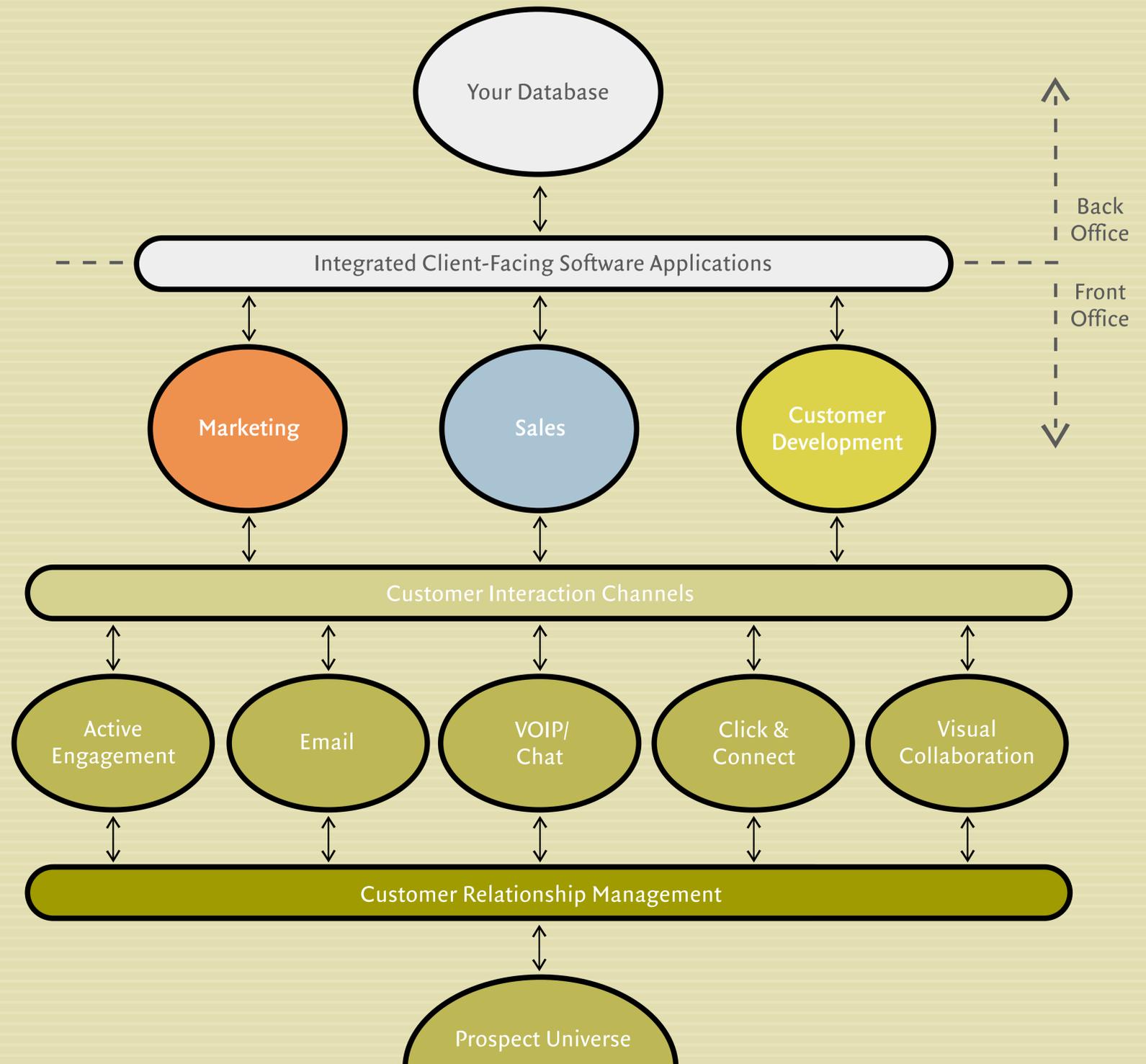
Where Cerida Plays in CRM

Cerida supplies a turnkey CRM solution or works with client's own CRM system

Integrated and flexible CRM solutions supporting the entire sales cycle

Immediate and accurate customer responses

Multi-channel support



Online Strategies For Breakthrough Results

> TeleWeb Services

THE CURRENT SITUATION

With an estimated 75% of all US households expected on line by 2004 and most American businesses already there, it is little wonder why companies large and small are rushing to gain a presence on the World Wide Web. A simple presence on the web, however, merely maintains a company's status quo. It is no longer enough to keep you competitive.

Studies have shown that web visitors will quickly turn away from sites that don't offer immediate satisfaction and service opting for other sites provided by their search engines. Fortunately, Cerida offers a breakthrough to successfully address this critical expectation and provide barriers for our clients to erect against their competition.

The realities are this: high technology products and services continue to double and triple in "value add" and functionality, while the cost of the resources required to see them have sky-rocketed. As experts in sales and the use of technology, Cerida recognized the problem early in 1997 and created the TeleWeb Solution.

Cerida's TeleWeb Solution provides the following capabilities:

- Click and Connect – prospective customers at your web site can engage in a live web callback or text chat session at their highest interest level.
- Visual Collaboration – demonstrations and sales proposals presented from the desktop to buyers in different geographic locations with simultaneous live voice or text chat based interaction.
- E-mail Management – a solution to the sea of e-mail choking our businesses today using rules-based response and routing logic and predefined template answers, which can be quickly reviewed and approved for sending or altered by an agent if needed.
- Virtual Seminars – a presentation environment, which gives you complete control over the cost and logistics of your seminar event. Virtual seminars allow you to reach the market with no concern of geographic density.

Using industry-leading technology, proven processes, and professional staff, Cerida can transform your web site into a lead generator by means of a solution called TeleWeb Click & Connect.

A Click & Connect Solution provides web site visitors with an option to speak with a live representative, or conduct a text chat session,



if they have any questions about the site or products and services you offer. For many of today's early technology users, purely electronic transactions are simply no substitute for the guidance provided by an informed voice at the other end of the line.

CLICK & CONNECT AND WEB ADVERTISING

While the web evolves as a new channel for advertising, research indicates that a broad based advertising strategy that provides brand building and action drivers simultaneously will be most effective. Through a Click & Connect option from a banner ad, prospects will be provided with a way to reach a live representative or conduct a transaction if they have found something they need.

Key features of Click & Connect include:

- TeleWeb Click & Connect Button – Buttons strategically located throughout the web site
- One time technology setup utilizing Cerida' proven infrastructure and low monthly hosting fee
- Web traffic analysis using client provided log files

A TeleWeb Click & Connect Solution is a low-cost benefit to any existing web site or web advertising strategy. Cerida can implement Click & Connect rapidly and with little impact or requirement from the client's internal Information Services organization. This means rapid tactical payback while long-term

Internet strategies are developed and deployed. Significant investments have been committed to existing web site. TeleWeb Click & Connect provides a tangible way to realize Return On Investment (ROI) from them.

A COMPLEX SELLING SCENARIO

These days, many high technology product and service sales cycles are complex as the product being sold. A successful sale often requires agreement from multiple buyers at the executive, financial and technical level. Sales cycles are also getting longer as clients demand more from their vendors in the areas of product demonstrations, evaluation periods, and pilots.

For many companies, these extended cycles are in direct odds with the realities of increased competition and shrinking margins. To address this alarming trend, Cerida offers an expedient, cost-effective solution: TeleWeb Collaboration Services.

INCREASED EFFICIENCY THROUGH COMBINED EFFORT

A TeleWeb Collaboration Solution reduces costs by allowing companies to:

- Host Web-based "first call" presentations
- Leverage our lower-cost Cerida channel while leaving the direct sales force available for nurturing and closing activities

- Eliminate costly, time-consuming travel requirements
- Present to multiple buying authorities without complex scheduling issues
- Conduct effective technical pre-sales presentations while maximizing the time of scarce resources

PRESENTING A COST-EFFECTIVE, CONSISTENT MESSAGE

At Cerida, our success is based on using the appropriate resource at the appropriate time. Our TeleWeb Collaboration Solution relies on a less costly phone-based resource to initiate the sales cycle by presenting preliminary information over the web. In short, it eliminates the need for highly compensated sales representatives to make initial qualifying visits, spend money on travel and remove themselves from the selling process of their already qualified prospects.

The TeleWeb Collaboration Solution also relieves overburdened technical pre-sales resources by offering technical presentations over the web to maximize efficiency.

Acting as educators, our representatives will help you build a stronger consultative bond with your prospects and future clients.

TRANSCENDING CONVENTIONAL BARRIERS

Companies too often fail because they don't have the power or presence to compete against the larger players. The Internet helps level the playing field offering inexpensive ways to disseminate information about a company's products and services. Now Cerida takes web capability one-step further by harnessing its wide reach and low cost to deliver the TeleWeb Virtual Seminar Solution.

CASTING A WIDER NET

Over the past decade, many high-tech organizations have utilized live seminars to reach a large audience, deliver a consistent message and engage prospects into the sales process. Unfortunately, live seminars have their drawbacks, including:

- High cost – Travel, equipment transport or rental, facility rental
- High dropout rate – Industry statistics indicate as many as 50% of registrants will not attend.
- Difficulties in tracking follow through.
- Growing demands on participants' time.

By contrast, a TeleWeb Seminar Solution is an evolutionary strategy that can be incorporated in most organizations almost immediately. It saves time and money right from the start, while increasing the number of people that hear your message.

Our early statistics show that as few as 7% of virtual seminar registrants will "No Show", dramatically less than the 50% mentioned above.

Cerida not only acts as the producer and delivery channel for your seminars, we can also create and incorporate a formal one-on-one seminar marketing/sales function further increasing the likelihood of your seminar attendees being qualified and participating.

Key features available with our Virtual Seminar Solution include:

- Seminar Registration utilizing live 800 number or web form registration methods
- Contact pre-qualification
- Confirmation calls or letters
- Registration tracking and reporting
- Up-to-the-minute reporting available via a custom, secure extranet-accessible client-specific database
- Presentation content development or conversion of traditional presentation material
- Coordination with voice (telephone) service provider or using Voice over IP
- Reduced dropout rates
- Easier scheduling (participants don't have to leave the office)
- Timely lead distribution to sales force

- Digital recording for later playback or web-based archiving

The value of this technology as an internal training mechanism is just being realized. For example, a virtual seminar is a cost effective way of routinely passing along new product information to your field sales force without disrupting several days of valuable selling opportunity

THE NEXT STEP IS YOURS

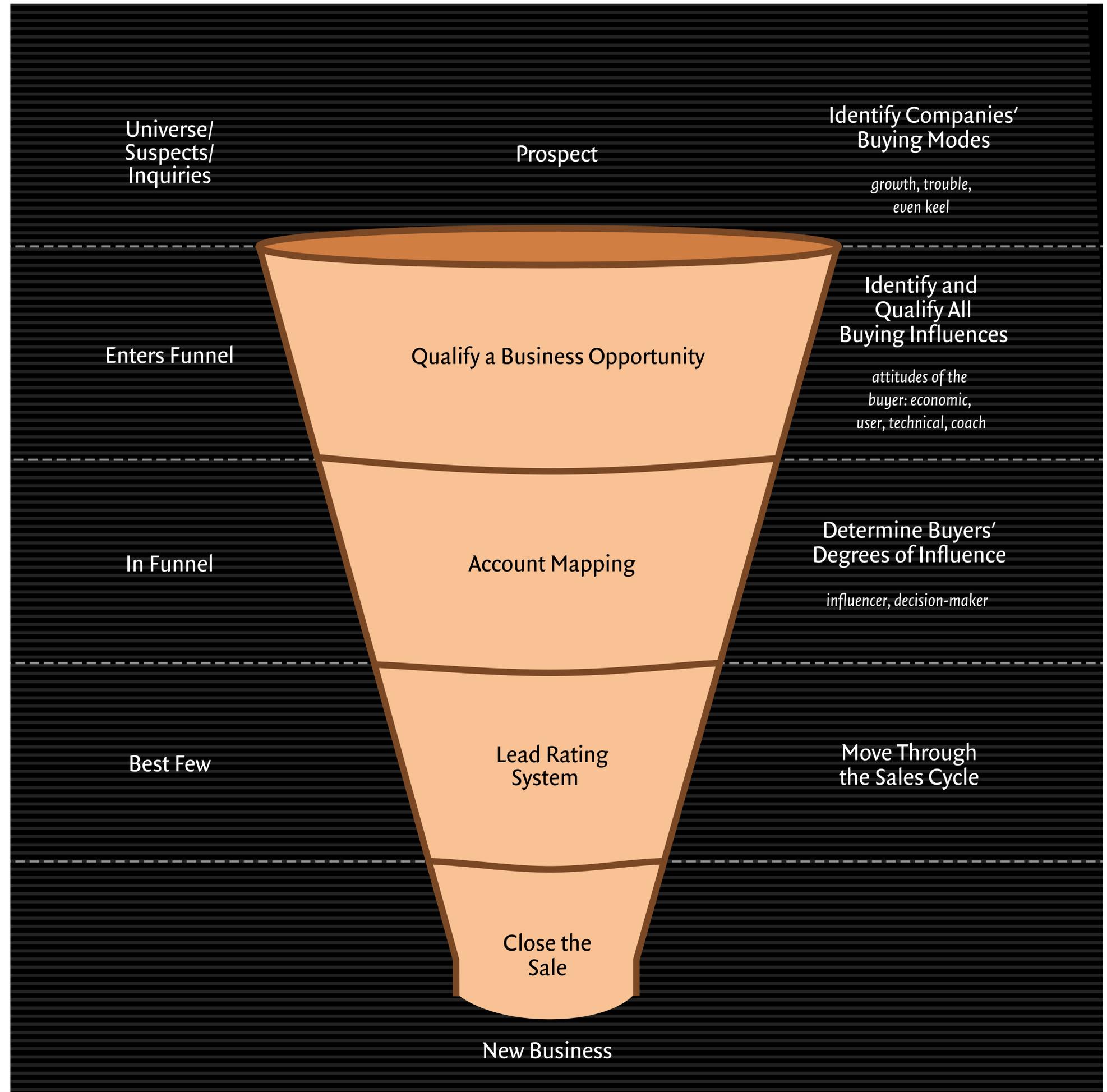
Today, Cerida leads the industry in the development of the TeleWeb Solutions by allowing companies to:

- Click and connect to a live representative
- Conduct virtual sales presentations
- Conduct software demonstrations
- Share electronic whiteboards
- Take orders and financial information by voice

Cerida can outsource these services for you, using our cutting-edge technology, infrastructure and high-tech sales force. Or, when you're ready to bring our capabilities in-house, we can transition them to your firm.

Strategic Sales Training

Cerida deploys teams of intelligent, sales-trained, business-savvy teleprofessionals who are capable of driving revenue throughout the sales cycle, from marketing to sales to customer development: targeting and qualifying, educating and selling, servicing and up-selling/cross-selling.



Delivering The People, Process & Technology To Boost Your Bottom Line

*"Cerida is ready to deliver
results at every stage in
your sales cycle."*

> Telesales Services

A PROVEN APPROACH

Every company wants to lower its costs of sales and generate more revenue. At Cerida, our teleprofessional services have helped many of our clients do just that. By integrating the latest technology-backed metrics into our unique four-stage selling process, we can help your sales and marketing function run more efficiently, and meet your projections sooner.

By enlisting our outsourced services, you can realize significant cost savings two ways. First, you'll avoid committing your resources to hiring additional full-time reps. Secondly, you'll curtail the undue expense of putting senior-level personnel to work on the early stages of the selling process. Most important, our proven approach is integrated into your own organization, offering the ultimate in operational efficiency.

Every Cerida program deploys teleprofessionals recruited for their appropriate background and trained for their specific assignment – Telemarketing, Telequalifying, Direct Sales, or Team Selling. With our detailed real-time access system providing up-to-the-minute progress reports, you are assured that the team working on your program measures up to our high standards, and yours.

TELEMARKETING

Telemarketing, the initial phase of our service platform, involves first-level contact with inquiries to weed out the tire-kickers – and generate suspects. Often the point of initial contact between customers and your company, our telemarketers possess strong telephone skills and execute effective call scripts that we prepare for you. They also provide fundamental services such as intelligence gathering and lead generation. This primary background information provides the necessary knowledge base for the next stage of the selling cycle, telequalifying.

TELEQUALIFYING

Telequalifying increases sales force productivity by taking on the initial phases of the sales cycle, such as account mapping, interest development and needs analysis, to generate qualified business opportunities. Using proven inquiry tactics, our motivated telequalifying reps are adept at nurturing the interest level of leads until they become a-level prospects. Cerida can free up your sales



force to perform their most important function, closing the deal.

DIRECT SALES CHANNEL

Our next service level, Direct Sales, moves prospects through the sales cycle from inception to close. To do that, our experienced reps are trained to operate as a dedicated team independent of your in-house sales organization. Choosing our Direct Sales program gives your company the flexibility and freedom to explore new revenue streams or expand overall market penetration, without drawing your current sales force away from existing clients. With its complete sales cycle platform, Direct Sales is also a

useful tool to deploy when exploring the viability of a new product or service.

TEAM SELLING

When your organization needs a cost-effective way to sell sophisticated technology, our Team Selling model is often the solution. Where our clients have a field sales force, our telesales representatives are skilled at working along with that channel, increasing market penetration and revenue. By definition, all our team-selling professionals are team players with strong selling skills, as well as proven territory and account management expertise.

NET REPS: BRINGING E-COMMERCE INTO THE SALES

As a technology leader, Cerida has integrated the latest advances in electronic commerce into our main selling platform. Our Net Reps can be used in all four programs as a way of applying new Internet strategies and e-commerce to advance the sales process. These fully networked professionals can relieve your sales organization of all the sales steps that can be handled on the Web or over the phone. In short, we'll help you harness the power of the Internet to spur greater sales.



Helping You Pitch Your Business Harder

“Now Cerida goes one step further by harnessing the wide reach and low cost of the web to deliver virtual seminars.”

> Seminar Services

PLANNING • EXECUTION • FOLLOW UP

At Cerida, we know that seminars are an extremely valuable tool for generating qualified business opportunities. The key to success is proper planning, execution and follow up. As specialist in virtually every stage of the seminar cycle, we work with you to:

- Solidify your seminar strategy
- Attract the audience which fits your ideal customer profile
- Implement a state-of-the-art in-bound and outbound registration
- Establish a confirmation process
- Execute an effective follow-up campaign
- Determine your Return On Investment (ROI)
- Provide a documented seminar evaluation

Our professionals have hands-on experience in developing cost-effective seminar strategies that project a positive image for your company, products or services. We work with you to identify and reach your target audience with an appropriate message, establish realistic goals, and plan for effective follow-up. Working with Cerida at the outset of your seminar project ensures the best possible results at its conclusion.

ATTRACTING THE RIGHT AUDIENCE

While direct mail has long been the vehicle of choice for most seminar invitations, e-mail is rapidly gaining ground as an immediate cost-effective alternative. With our promotion expertise in both print and electronic media, we know how to convey the details of your seminar in a compelling, concise manner. We are available to consult with your marketing resources to develop and execute an announcement campaign that will yield the highest Return On Investment (ROI).

THE REGISTRATION PROCESS

Our technology offers your prospects the most convenient means to register including mail, fax, online and over the phone. In addition,



we add value to the registration process by qualifying your audience at the same time. By doing so, we can capture valuable information that will become the foundation of the follow-up process. Furthermore, our reps are skilled in closing those callers who are still uncommitted, which translates to higher attendance and better exposure for your products or services.

OUTBOUND CAMPAIGNS

In addition to receiving inbound seminar inquiries, Cerida has developed a team of experienced professionals who conduct out-bound calling campaigns for reaching potential attendees who have not responded to your invitation. These professionals are trained in the best methods for connecting with hard-to-reach prospects as well as in selling techniques specifically designed to encourage attendance among key decision makers.

THE CONFIRMATION PROCESS

Within forty-eight hours of registering, your prospect will be faxed a confirmation letter with complete directions to the seminar location. In addition, the prospect will receive a confirmation phone call two days prior to the seminar. This process works to ensure the highest possible attendance rate.

To give you accurate and timely attendance information, we provide you with a registration

database for an electronic format such as Lotus Notes or as hard copy. Our technology allows you to replicate your database from our server for timely analysis by your staff. This allows your organization to minimize costs while maximizing seminar effectiveness.

THE FOLLOW UP STRATEGY

Once your event has taken place, Cerida is ready to help turn your attendees into qualified business prospects. We will assist you in realizing a successful seminar Return On Investment (ROI) by providing the critical activity that must immediately follow each seminar – while your message is still fresh in the prospect's mind.

As outsourcing specialists, our success is based on our ability to reach targeted decision makers and prepare them for interaction with our client's skilled sales force. We will do the same with the list of attendees from your seminar. If applicable, our professionals will work with your organization to reach a level of competency about products or services that will allow them to independently close sales and generate revenue.

MEASURING SUCCESS

Feedback is of critical importance to the ongoing success of any seminar series. As part of our program, Cerida will design and execute an attendee evaluation process that will provide you with a

meaningful and comprehensive critique of each seminar. In addition, we will provide you with an ongoing series of reports that accurately conveys time-sensitive information. This continuous evaluation system provides you with a distinct advantage in maximizing the success of your seminar program.

THE CURRENT SITUATION

Live seminars have been a proven method of reaching a large audience, delivering a consistent message and engaging a prospect into the sales process of many organizations for the past decade. Unfortunately, live seminars do have major overhead costs associated with them, including the high costs of travel, equipment transport and facility rental.

Recently, the Internet has evolved as an inexpensive way to disseminate information about a company's products or services. Now Cerida goes one step further by harnessing the wide reach and low cost of the web to deliver virtual seminars.

ADDRESSING YOUR AUDIENCE ONLINE

Using our industry-leading technology, proven processes, and skilled staff, we presently have the ability to outsource a complete Virtual Seminar Solution. In addition to significant cost savings, key



CERIDA

features available with this solution include:

- Seminar Registration via phone, web, e-mail, and fax.
- Contact pre-qualification and confirmation.
- Registration tracking and reporting.
- Up-to-the-minute reporting available via custom, secure extranet-accessible client-specific databases.
- Presentation content development or conversion of traditional presentation.
- Coordination with a voice (*telephone*) service provider or using voice over IP.
- Reduced dropout rates and easier participant scheduling (*because the participant does not have to leave the office*)
- Timely lead distribution to sales force.

A Cerida Virtual Seminar is a strategic solution that can be incorporated in most organizations almost immediately. Furthermore, the value of this technology as an internal training mechanism is just starting to be realized. For example, a virtual seminar is a cost effective way of passing along strategic information to field sales professionals without disrupting several days of valuable selling opportunity.



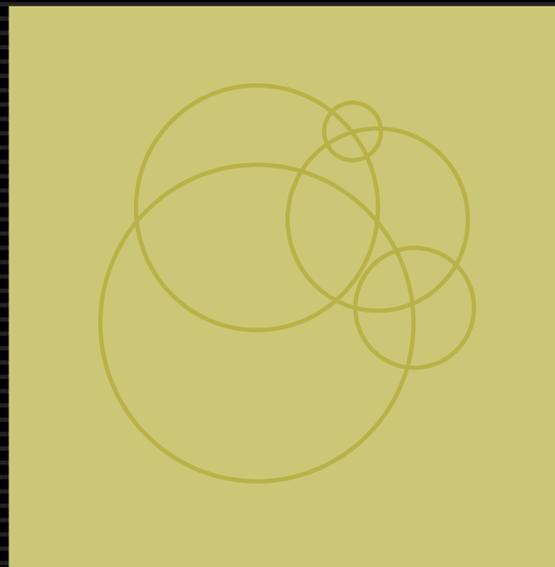
Strategic Reporting

Cerida believes it is our responsibility as out-sourcers to guide our clients — we do not just deliver data and let you fend for yourself. Our services, consultative in all aspects, support each client in their market challenges and provide useful roadmaps. These roadmaps, provided through our reporting structure, will help you navigate your way to success.

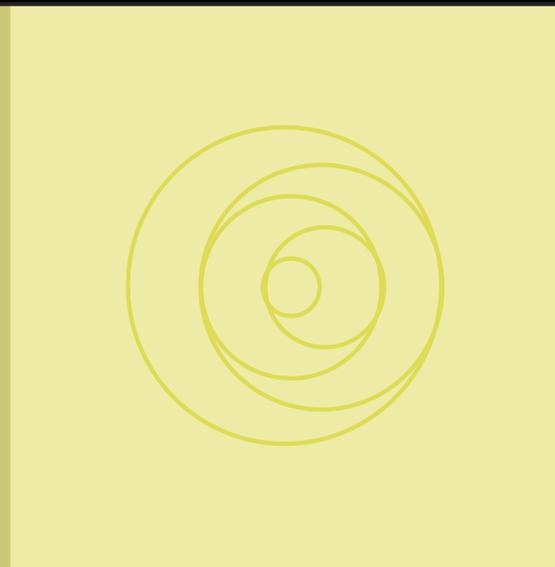
Cerida provides a breakdown of results, evaluates data, and turns it into information and then knowledge for each client:

- Most effective outreach method
- Highest target response rates
- Strongest messaging
- Most efficient and effective sales/
marketing model

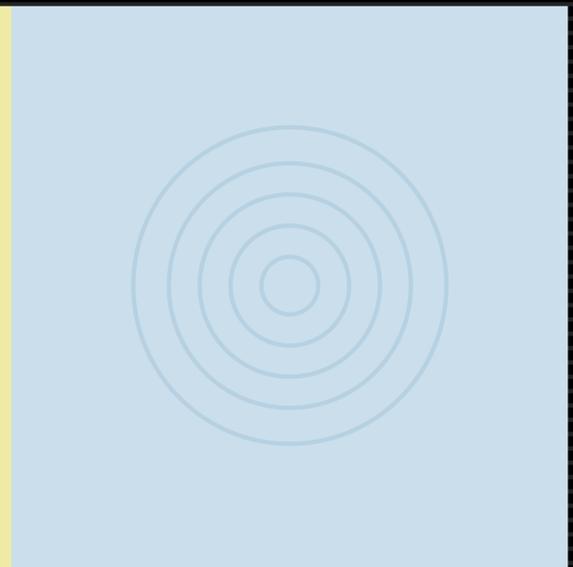
DATA



INFORMATION



KNOWLEDGE



Quantitative Reports > Evaluate Conclusions > Supply Recommendations > Actionable Advice

Intelligent Tracking By Cerida

> Closed Loop Reporting

ENHANCING YOUR SALES MODEL

One of the great advantages of choosing Cerida for outsourced teleprofessional services is that accurate reporting, and the ability to make management decisions based on factual evidence, will never be out of your control. As standard practice, we give you such detailed weekly, monthly and quarterly updates that many of our clients consider to be the most comprehensive operational analyses they've ever encountered. However, our closed loop reporting databases take that detail one step further.

As practiced by Cerida, Web-enabled Closed Loop Reporting will provide your company with the ability to track over time the complete life cycle of each lead generated. "Cradle-to-grave" reporting enables your management to gauge the effectiveness and responsiveness of their marketing efforts all the way through to revenue generation on any program that we manage.

PINPOINT ANALYSIS OF SALES ACTIVITY

The underlying technology we use to implement Closed Loop Reporting is Lotus Notes, with portability and interactivity to the Web provided by our Lotus Domino server. We selected this technology because of its versatility; it can be customized according to any metrics that management specifies. The technology permits both macro level as well as drill-down access to single record information.

Closed Loop Reporting provides management the information that enables them to manage the entire sales process. Access to our database by the individual field sales force via the web, facilitates the often ignored data entry step for this critical stage of the sales process; the link between a passed opportunity and the close. Designed to enhance your sales model, we create data fields specific to your field sales force and your sales process. Then, by creating management reports and information access to your specifications we ensure accountability, relevance and security.

RELEVANT FACTS AT YOUR FINGERPRINTS

Information can be collected and aggregated across any variable and to any desired level. These are a few examples that may have relevance for you:



- Number of total leads, accepted, rejected, or returned for further qualification
- Number of quotes generated to close ratio
- Win Reports by Marketing Source
- Loss Reports
- Qualified, Passed Leads/Opportunities Outstanding by Region.

Among its key advantages, Closed Loop Reporting:

- Provides a measure of visibility into the pipeline of business opportunities

being pursued by your sales team

- Gives you greater control over the entire sales process
- Gives you needed data that will help to cost justify marketing programs or calling programs

QUALITY INPUT DETERMINES RESULTS

Absolutely critical to the process and success of any closed Loop Reporting engagement is management's buy-in, consensus, and commitment to setting realistic expectations among its field team. The field

team, in turn, must fulfill their responsibilities for timely data capture, data entry and responsiveness to action items and requests. Consequently, a lack of follow through by any branch of the client organization will defeat the entire purpose of the Closed Loop Reporting program.

Closed Loop reporting is best leveraged by those clients who experience a longer than 3 month sales cycle. Pipeline generation and the on-going management of the pipeline and forecast progression will be key to a long-term success of the sales process.



How Does Cerida Deliver ROI to Clients?

Customer Development

- Improve customer service
- Increase customer loyalty
- Integrate Web technology to increase revenue
- Maximize up-/cross-selling

Marketing

- Validate target markets
- Uncover market trends
- Increase awareness
- Improve communication between sales and marketing

Sales

- Shorten sales cycle
- Lower cost of sales
- Turn leads into qualified business opportunities
- Expand current markets

Cerida's Services

Marketing:

- Customer profiling
- List and database development
- Database verification
- Lead qualification and management
- Seminar support

Sales:

- Sales model refinement and support
- Post-marketing efforts
- Qualifying and educating
- Closing
- Team selling
- Closed-loop reporting

Customer Development:

- Customer loyalty program development and support
- Browser to buyer conversion
- Customer service — fulfillment, cross- and up-selling

Channel Development:

- Build a telechannel or recruit channel partners to support client's tested strategy
- Provide a dedicated, professional resource to support client's channel partners and ensure their success