



Staccato™
powered by FRONTLINE Selling™

We help our clients get more first appointments with people who are genuinely interested in talking to them – so they can sell more.

It's that simple.
It's that important.
And, it's what we do every day.

A FOUNDATION OF SUCCESS

FRONTLINE Selling began in 2002 and quickly became an overwhelmingly successful appointment setting business. Since that beginning, we have helped tens of thousands of sales people from hundreds of firms across virtually every market space get more first appointments with the right people.

Companies such as Microsoft, VMware, HP, AT&T and Ariba drive game-changing results to their sales pipeline every day. These and other leading sales organizations have ritualized our **Staccato™** platform to:

- experience 200%-400% increases in prospecting productivity and outcomes
- enhance visibility, management, coaching and quality of prospecting outreach
- reduce turnover by shortening ramp-up time to days instead of weeks or months
- fundamentally change the pace of identifying new sales opportunities
- build repeatable, predictable, measurable and factual sales pipelines

"The FRONTLINE approach to high-value prospecting is a game changer.

Our productivity and ability to uncover net-new sales opportunities has gone up dramatically. This is truly a repeatable process."

Scott Jones
Director, Global Sales
Alfresco Software

IS THERE A SECRET SAUCE, A MAGIC INCANTATION?

There really isn't. In fact, there's nothing stopping your sales team from achieving better results today. They have the knowledge and skills.

We believe the one thing they lack is a simple, common sense approach that tells them exactly:

- who to contact, how to contact them
- what to say, how to say it, when to say it
- how often to say it
- and, most importantly, the focus to make it a ritual

These are the skills we have perfected over the last decade and use every day with our own sales team.



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Say hello to **Staccato In-motion™**

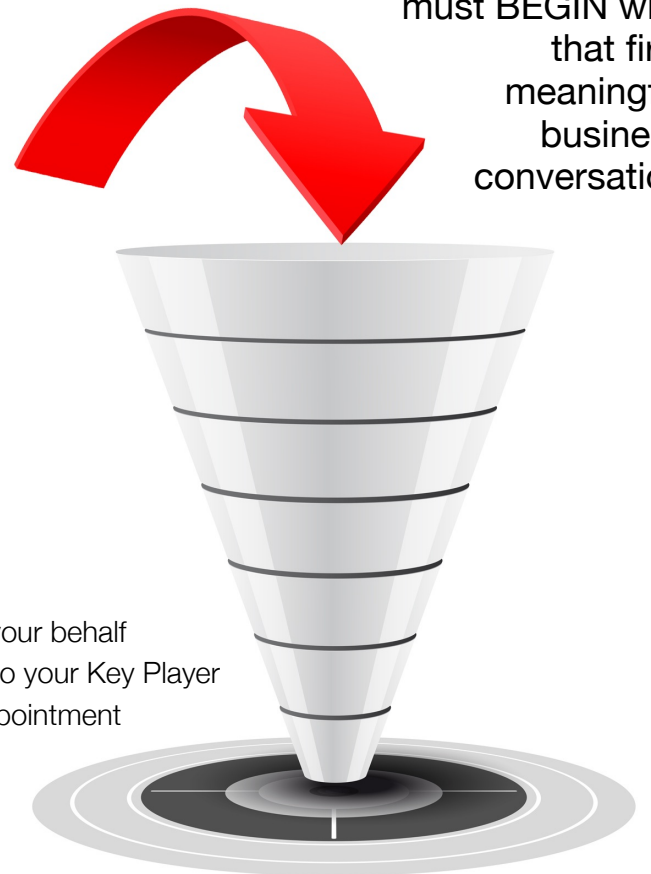
Our overwhelmingly successful appointment setting business continues to build incredible success stories for our clients today - we call it **Staccato In-motion™**.

We'll create those first meaningful appointments for you, using your value proposition, leads and targeted accounts. We'll work with you to create custom messaging to ensure that we properly represent you in the marketplace.

Then, sit back and relax. We'll set appointments for you (at a low, flat hourly rate to fit your budget) with decision makers who are genuinely interested in hearing your company's story.

Staccato In-motion includes:

- custom messaging based on your value proposition
- certified Demand Creation Executives conducting outreach on your behalf
- scheduled Meaningful Interactions with a branded introduction to your Key Player
- documented results including a detailed disposition for each appointment
- ongoing support with your dedicated Account Manager



BELIEVE

We believe in our customers, and in the services we provide everyday. In fact, we don't ask for contracts, so you're free to cancel at any time. That's how sure we are that you'll experience a significant increase in those critical first business conversations.

If you believe that getting more appointments with the right people will help you sell more, then you have an easy decision to make. Feel free to call Mike Scher, our CEO & Chief Demand Creation Architect, at 770-262-3009 or 770-777-9336.

We'd love to make your team our next success story.