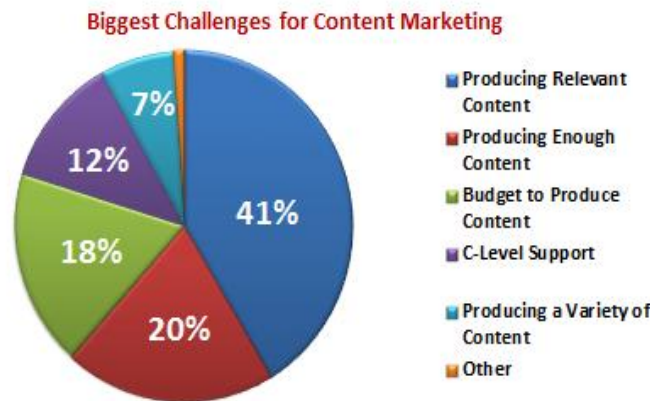


## The Situation

- 25% of your buyers are now educating themselves online and calling the sales rep to place an order (Sirius -2012)
- Your typical buyer consumes 12 pieces of content prior to purchase (Forrester -2011)
- 80% of leads are passed to Sales Reps before they are ready to engage (Marketing Sherpa -2012)
- Buyers are have extended their purchase cycle by 1.5X since 2008 (Sirius-2012)
- 70% of mishandled leads will buy from a competitor (Forrester -2011)
- Effectively nurtured leads result in 40% more revenue (Aberdeen-2012)



2012- Marketing Profs & Content Marketing Institute

## The Rules of Sales Engagement have changed. Has your Sales & Marketing Process Adapted?

- Your sales team needs to provide prospects with relevant content to close business
- Your business will lose 25% of its revenue if you do not allow self-educating buyers to buy with the limited involvement of sales
- You struggle to produce enough content and/or to get reps to leverage what you have
- To win deals your content needs to be relevant for specific pains and needs across customer and vertical segments that don't all have the same needs and pains
- You don't have the IT resources to support closing business or support one off campaigns
- You can't afford to nurture deals with your sales reps and your customer don't want you
- If you don't nurture your pipe as you will up to 70% of those deals to competitors

## The Solution – Gabriel Sales Digital Sales Base Camp™

**Your Reps Win More Business with Gabriel Sales Digital Base Camp™** an easy to use Wordpress Content Management System. The tool bolts onto any website and combines a landing page engine, digital brochures, digital media kits, and video, webcast and asset pages in one easy to use system. You can empower your sales reps, marketing managers and account reps to quickly create relevant content for specific targets. Your team can sell, market and communicate with your customers the way your customers want to buy!



### Quickly Eliminates IT Bottlenecks

- Attaches seamlessly to most website formats
- No HTML or Coding Required
- Simple form integration for PPC and SEO
- Does not require IT support
- Matches look and feel of your site
- Eliminates need for website redesign
- Up and running in less than a week

### Increases Sales and Marketing Effectiveness

- Quickly create relevant content
- Re-leverage existing content
- Helps score leads for more effective sales reps
- Identify where prospects are in their buying cycle
- Ensures your content is relevant for specific markets, segments and buyers

### A CONTENT MANAGEMENT TOOL THAT DRIVES SALES

Inbound Lead Generation

Outbound Lead Gen Support

Lead Nurturing

New Business Sale

Account Management

Upsell

Cross Sell

Customer Retention

**FAST & MORE EFFECTIVE  
MARKETING AUTOMATION**

- Not limited by vendor landing pages
- Quickly add new content to drip campaigns
- Isolate content for better Lead Scoring
- Extend the life of existing content making more relevant to specific customer segments
- Generate 100s of landing pages in days not weeks.

**NEW TO CONTENT  
MARKETING & MARKETING  
AUTOMATION?**

- No worries. We help make it easy. We find most companies have far more raw and usable content than they realize to get the process started. With the context Gabriel Sales Digital Sales Base Camp™ provides you can get started in weeks not months.
- Our Sales Marketing Professionals are here to help your team quickly create and load so you can close more business faster.

**Start Generating More Qualified Leads and Closing More Business**



**What makes Digital Sales Base Camp™ Unique?** Our system and tool was developed by Sales Executives and Sales Marketers that understand success is measured with closed business. The tool allows you to repurpose and contextualize your content for specific target markets, move deals into the pipe, help to convert those leads into opportunities and to support the close.

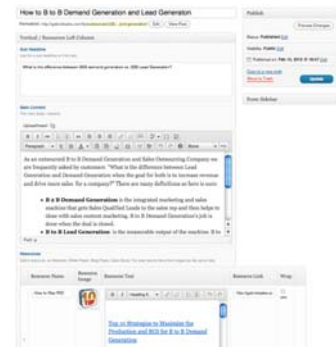
**Marketing Automation Software Implementations** are seamless. Can be leveraged at any stage of marketing automation maturity. Use it to automate stages of the sales process to drive sales and create initial content workflows prior to a marketing automation implementation. Scale into your initial marketing automation implementation and deep into IF/Then drip programs. Then leverage to scale inbound PPC and long tail SEO campaigns, and more effective e-mail campaigns.



**Better Metrics for Marketing, Sales and Executives** Combined with a marketing automation the tool helps to prioritize opportunities and to forecast more effectively. As you digitally clone product specialists as virtual reps you can more effectively identify your customer's needs to increase sales bandwidth. Marketers can address those needs as they micro test new content and messages without involving sales. All driven by qualitative and quantitative insights.

**IF YOUR SALES TEAM CAN USE WORD THEY CAN USE THIS CONTENT MANAGEMENT SYSTEM**

- Leverage your blog as a closing and lead gen tool
- Custom sites for your most important prospects
- Address sales objections digitally
- Helps score leads to prioritize you sales reps time
- Test & refine new messages
- Quickly launch new outbound campaigns
- With a mouse click convert sales collateral into SEO
- Build 100s of landing pages for inbound lead generation in days not weeks or months
- Empower your buyer side champion



**GABRIEL SALES DIGITAL BASE CAMP™ IS THE GLUE THAT BINDS**

**Gabriel Sales Digital Sales Base Camp™**

**Quickly Organize Your Content for Better Lead Scoring**

**Resources**

- How to Max ROI** - How to Max ROI
- What is Demand?** - Top 10 Strategies to Maximize the Production and ROI for B to B Demand Generation
- Automate Now!** - An effective and efficient B2B Demand Generation program can make the difference between winning and losing in today's competitive market. This quick overview outlines all the parts of a successful successful B to B demand generation practice and how inbound lead generation, our found sales efforts, marketing and sales team alignment and marketing automation can work in harmony to drive your deals from Marketing Qualified, to Sales Qualified to Closed.
- A Faster Pipe** - Here are our Top 11 (had to turn it up from 10 to 11) strategies refined from over 10 years of inbound B to B demand generation and applied to the new rules of sales engagement to meet the challenges of the new social and digital age we now compete in.
- Compare Tactics** - ...read more
- Smart Targeting**
- Openness Wins!**

**Your Buyer -** Is trying to define their problem  
**Your Content -** Trends, Stats, Best Practices, Benchmarks  
**Your Sales Cycle -** MQL to SAL

**Your Buyer -** Compare solutions  
**Content -** Road Maps, Briefs, Case Studies, Pricing ...  
**Your Sales Cycle -** SAL to SQL

**Your Buyer -** Finalize and commit compare solutions  
**Content -** Testimonial, Tech Sheets, ROI Calculations...  
**Your Cycle -** SQL to Close

**Make Your Content Work Harder**

Your customers win as Gabriel Sales Digital Base Camp™ helps them understand how your products and solution can help no matter where they are in their buying cycle.

You win because you can score leads faster and provide your sales reps with deeper insights into your customer's needs.

**Gabriel Sales is an Outsourced Sales and Marketing Company with a 12 year track record building Sales Machines for B2B Enterprises. Call today to explore your options and learn more about our Sales Automation Processes and Tools**