



# DIGITAL MARKETING OFFER

We built an internal sales team to convert there inbound paid traffic

## AT A GLANCE

### CHALLENGES

- Converting Leads to Calls
- New Sales Agents
- Closing deals
- Upselling

### BENEFITS

- Grew Sales 10x to over a \$1MM
- Low Turnover Sales Team



“Desmond is the best salesman and sales leader I have met in over 18 years in business because he cares about those he serves (both his clients and his team). He is a superstar in the making. If you have the chance to work with Dez, take it without hesitation.”

### SAMUEL P.N COOK

Founder, James Cook Media

## OBJECTIVES

To create a sales team that will efficiently convert paid leads into phone calls and successfully convert phone calls into paid conversions, while also reducing the payback period for ad spend.

## SOLUTIONS

To improve conversion rates and increase efficiency, we built a team of 24-hour appointment specialists to handle inquiries from potential customers in all time zones. This team was based in Eastern Europe to take advantage of wage arbitrage. We also established a team of closers in the United States and Western Europe to qualify and convert leads. To accelerate the sales process, we introduced a strategy of providing low-ticket strategy sessions to buyers at the beginning of the high-ticket sales process. This helped us to quickly recoup ad spend and move prospects through the sales process more efficiently.

## BENEFITS

### Benefits One

Below 10% turnover rate on the sales team

### Benefits Two

10x Revenue to 7 figures

### Benefits Three

Managed Overhead cost with geo arbitrage based on need



# TRAINING OFFER

We came to unlock revenue that was stagnant for 5 years

## AT A GLANCE

### CHALLENGES

- Revenue Plateau Year over Year
- Commercial Offer

### BENEFITS

- Grew Sales 10x to over a \$1MM
- Low Turnover Sales Team



“Working with Desmond resulted in significant revenue increase within one year. He challenged and encouraged me to recognize the value of our offerings and adjust our prices accordingly, plus a whole lot more. He stays on top of projects, has lots of strategic ideas, and good relationship-building skills.”

### MEGAN HUNTER

CEO, High Conflict Institute

## OBJECTIVES

To increase the lifetime value of customers and leverage the value of intellectual property, the goal is to create a high-ticket commercial product.

## SOLUTIONS

To address the need for a scalable product that could generate ongoing revenue, we developed a certification program that could be sold to businesses. The program was designed to be easily adaptable to the needs of commercial customers, with a flexible license fee structure and renewable elements included in the offering. To ensure the program was easily accessible to customers, we implemented a system for hosting the certification within the customer's own systems.

This solution allowed us to not only create a new source of revenue for the business, but also to provide value to our customers by offering a valuable and relevant certification program. The flexibility of the program allowed us to effectively meet the needs of a diverse customer base, and the renewable elements ensured that we could continue to generate revenue over time. Overall, the development of this certification program was a successful and effective solution to the challenge of creating a scalable product that could drive business growth.

## BENEFITS

### Benefits One

Doubled Revenue with existing deal flow

### Benefits Two

New Commercial Offer



# DIGITAL MARKETING OFFER

We came to unlock revenue that was stagnant for 5 years

## AT A GLANCE

### CHALLENGES

- Low Booking Rate
- Low Show up Rate
- Low Conversion Rate

### BENEFITS

- Grew Sales 10x to over a \$1MM
- Low Turnover Sales Team



"After 5 months of being in the red with a sale representative, Desmond came in and brought me into profitability within 30 days and built me a sales team scratch."

**JANET E JOHNSON**

Agency Owner

## OBJECTIVES

To improve the efficiency and effectiveness of the sales process, and acquire new high-quality customers, the goal is to implement a strategy that boosts the show-up rate and close rate of the sales team, and establishes a new customer acquisition process with a multi-channel approach

## SOLUTIONS

To improve the efficiency of the sales process and acquire new high-quality customers, we implemented a strategy that focused on boosting the show-up rate and close rate of the sales team, as well as establishing a new customer acquisition process with a multi-channel approach. This multi-faceted approach allowed us to address inefficiencies in the sales process and effectively reach and convert new customers. As a result of these efforts, we were able to significantly improve the performance of the sales team and acquire a greater number of high-quality customers.

## BENEFITS

### Benefits One

Profitability within 30 days

### Benefits Two

New customer acquisition system provided a 20% booking rate and 80% show rate

### Benefits Three

Commission only sales team