

BDPros understands the unique ARCpoint Labs model – national reach with a local touch. Our knowledge of ARCpoint Labs' service offerings & our ability to penetrate a variety of verticals means more opportunity, more meetings, & more revenue.

We tailor our outreach to each individual ARCpoint Labs franchise based on your services, growth priorities, and territory coverage. We collaborate closely with our ARCpoint partners to align messaging and support new and existing marketing initiatives to ensure prospects know your name and what you can do for them.

Our existing relationships with multiple ARCpoint Labs locations allows us to reduce the learning curve, meaning we get to work more efficiently and effectively than a brand new sales rep or other sales partner.



## SALES REPRESENTATION

- ✓ Outbound Sales Activity (Email, Phone Call)
- ✓ Collaboration on Strategy & Initiatives
- ✓ Overdue Follow-up Support
- ✓ Targeted Prospect Re-Engagements



## UNDERSTANDING ARCPOINT

- ✓ Can communicate the unique national model that makes ARCpoint Labs special
- ✓ Understand and confidently pitch multitude of service focuses
- ✓ Experience prospecting to wide variety of verticals



## MARKETING

- ✓ Content creation (email templates, scripting)
- ✓ Marketing calendar creation/maintenance
- ✓ Additional marketing support for corporate-led initiatives



## LEAD GENERATION SERVICES

- ✓ List/data acquisition
- ✓ Online research (D&B, Seamless, LinkedIn, Google, Phone Outreach)
- ✓ Data management of third party generated leads



## OPERATIONAL ADMIN SERVICES

- ✓ Admin support & project management
- ✓ Custom reporting/dashboard creation
- ✓ Data audits, cleansing, and refinement
- ✓ CRM build/customizations



## SALES PROCESS MANAGEMENT

- ✓ Maintain data integrity
- ✓ Initiative/campaign management
- ✓ Training and development
- ✓ Process workflow creation