



## *SalesXpress ~ Increase Sales Without Hiring New Overhead*

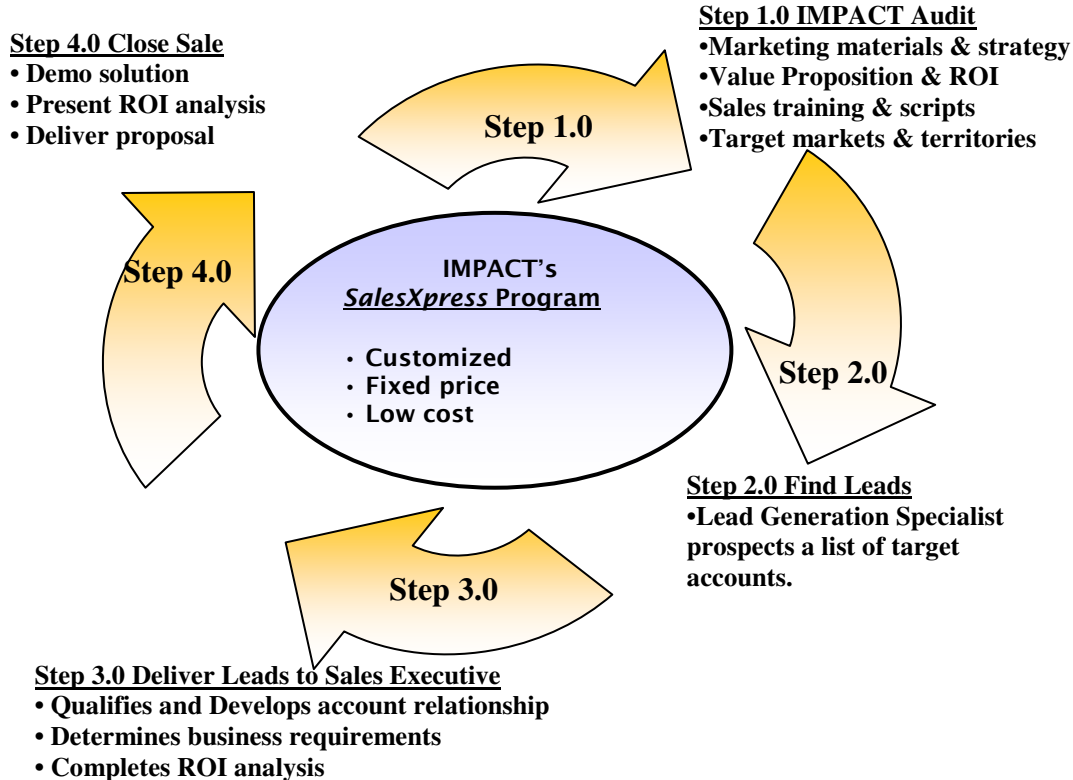
### IMPACT SalesXpress Program

Successful selling of enterprise software requires focus coupled with rapid execution and optimization of resources. IMPACT's *SalesXpress* Program is designed to help software companies meet this challenge by delivering new revenue in the fastest possible time without hiring additional overhead.

The Program is customized to fit the product, markets and a company's sales strategy. It is delivered at a fixed price and has a clear value proposition:

- 30% lower cost of sales for experienced software Sales Executives.
- Includes a direct customer contact marketing campaign for lead generation.
- Complements the existing sales organization and channel strategy.
- Delivers new revenues with no increase in overhead.

The program starts with an "IMPACT Audit" of existing marketing materials, sales strategies, and ROI methodology. The Audit is then matched with a team of experienced Lead Generation Specialists and in-territory Sales Executives. The Tele-Sales Specialist finds the right prospect at the right time and the Sales Executive executes on closure.



Each IMPACT Sales Executive has 18 or more years experience in selling complex software solutions at all corporate levels. They work on a small retainer to cover field expenses plus commissions. If they don't sell they don't make money. Sales Executives are located in major US and Canadian territories and become your effective representative in the shortest possible time. Extending the Program to Europe and Asia Pacific is also an option with IMPACT's Partner organizations.

Please contact us for more information about this innovative sales program.

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