



callbox

**Outsourcing Solutions  
for Marketing and Sales**

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# Challenges



Pipeline Growth

Market Expansion

Improved Targeting

Augment Marketing

Sell New Product

# Drive Business Growth

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**Maximize  
Marketing Spend**



**Plug and Play**



**Access to  
Advanced MarTech**

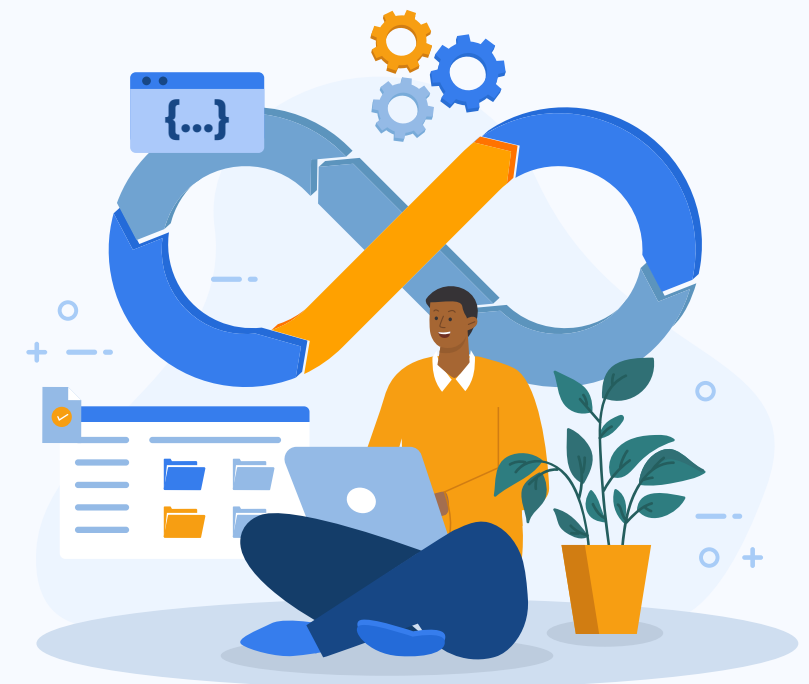
# SKILLS



# STRATEGIES



# SYSTEMS







# Skills





## Planning

-  Growth & Expansion
-  Project Management
-  Marketing Operations

## Content

-  Content Marketing
-  Copywriting
-  Graphic Design
-  Web Development

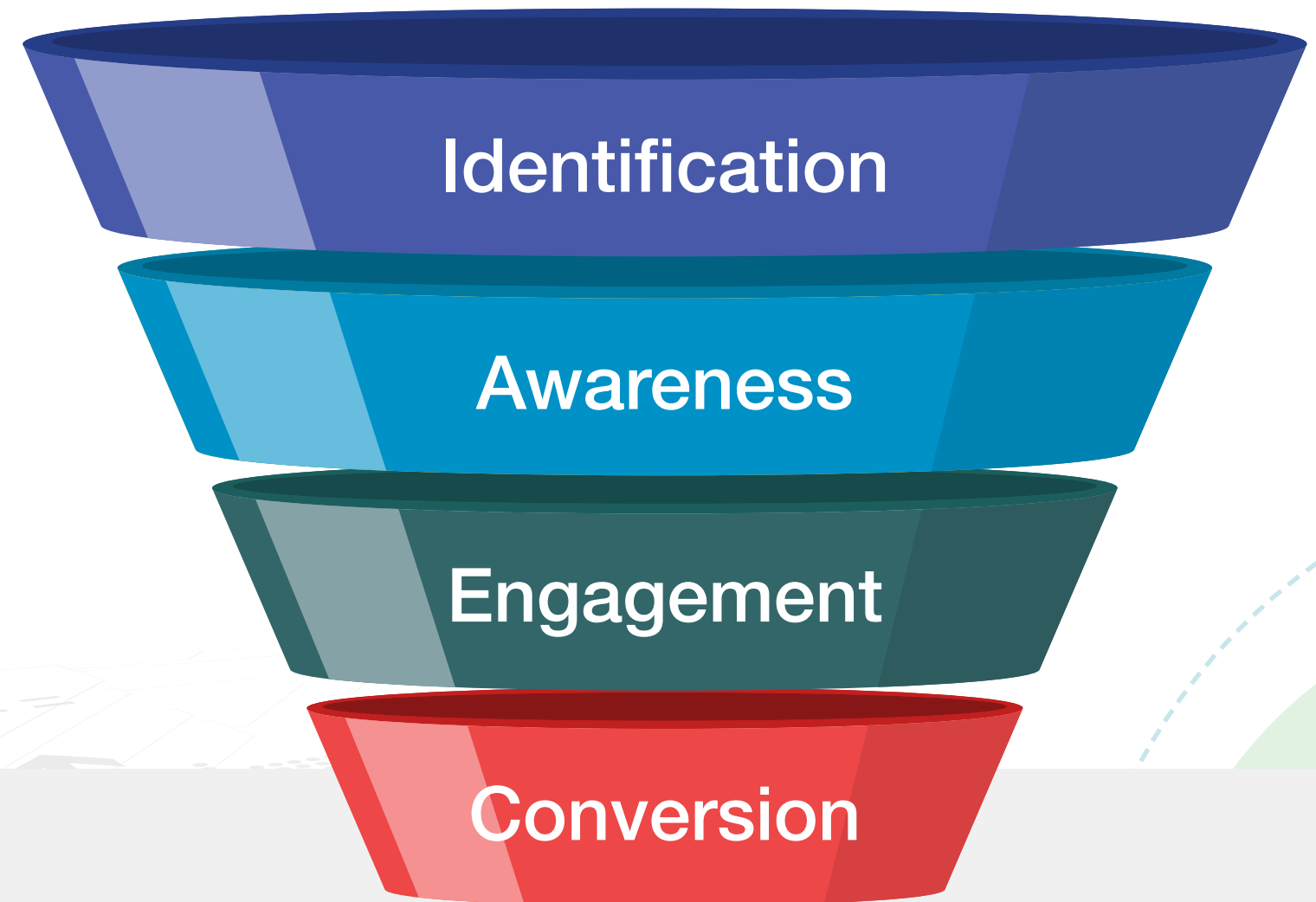
## Outreach

-  Research and Data Enrichment
-  Email Marketing
-  Social Media Marketing
-  Prospecting & Appointment Setting



# Strategies

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# Research and Data Enrichment

IDENTIFICATION

### YOUR IDEAL CUSTOMER PROFILE

#### Industry Profile

##### Industries

- Mining & Metals
- Oil & Energy
- Utilities
- Wireless

##### Size Profile

Target Regions: All (Global)

Revenue Range: \$50 and below | \$51M - \$200M | \$201 - \$500M

Employee Size: 0-50 | 51-200

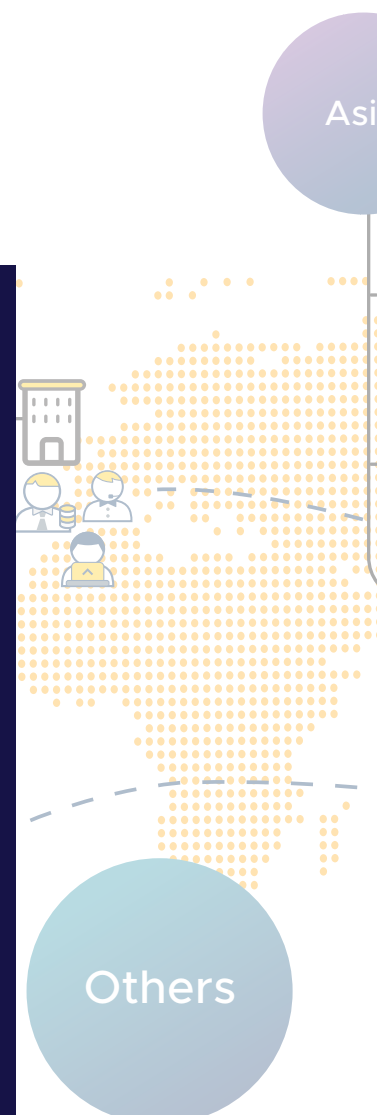
##### Exclusions

#### Relevant Contact

Champion	Influencer
<p>Job Titles: CTO   CIO   VP of Engineering   Director of IT   IT Manager</p> <p><b>Benefit:</b> Efficient and reliable G.hn Access Multiplexor solution to improve network performance and connectivity.</p>	<p>Job Titles: Network Engineer   IT Consultant   Project Manager   Telecom Analyst</p> <p><b>Benefit:</b> Enhanced network capabilities and cost-effective solutions provided by G.hn Access Multiplexor.</p>

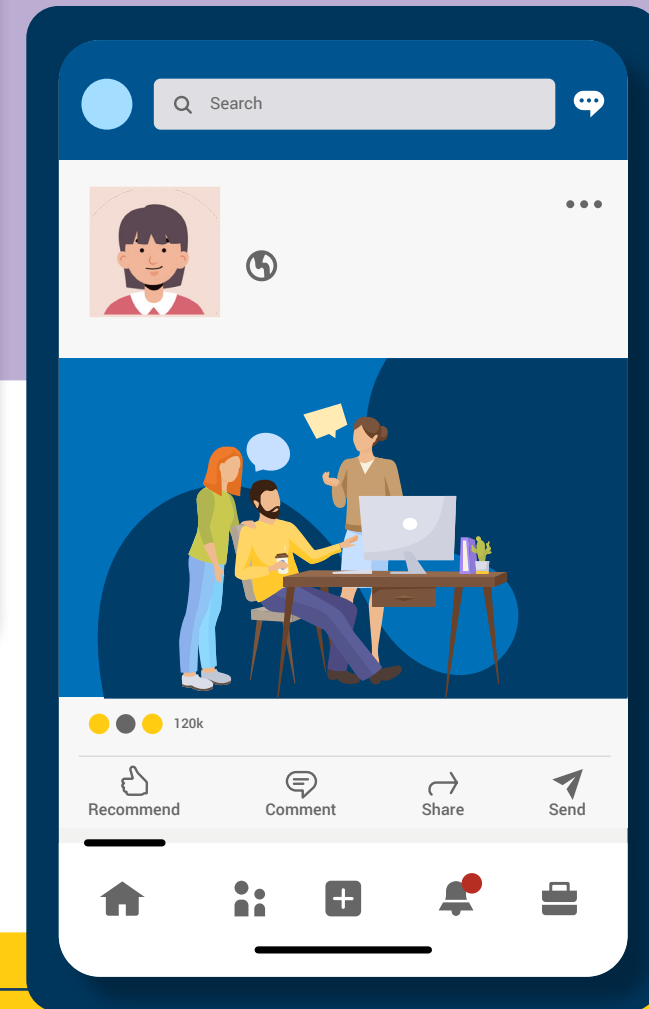
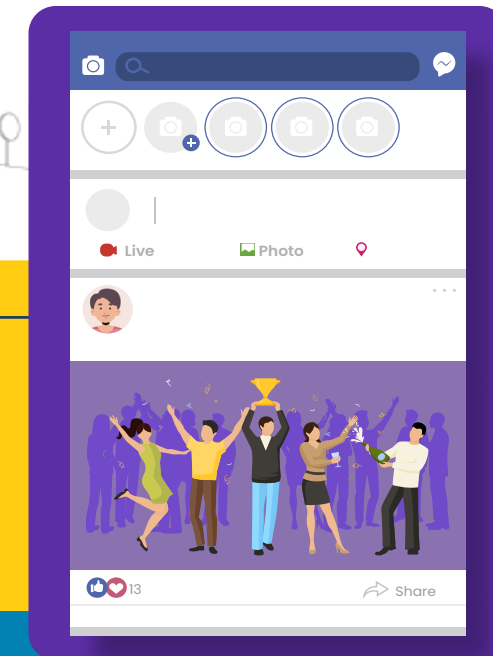
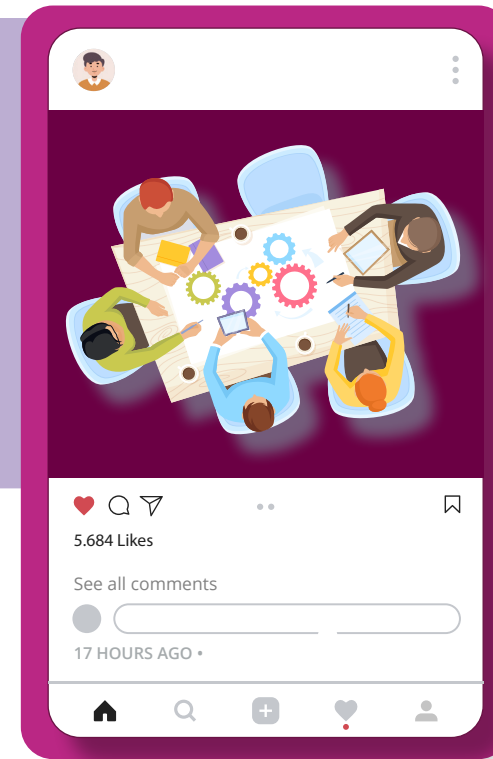
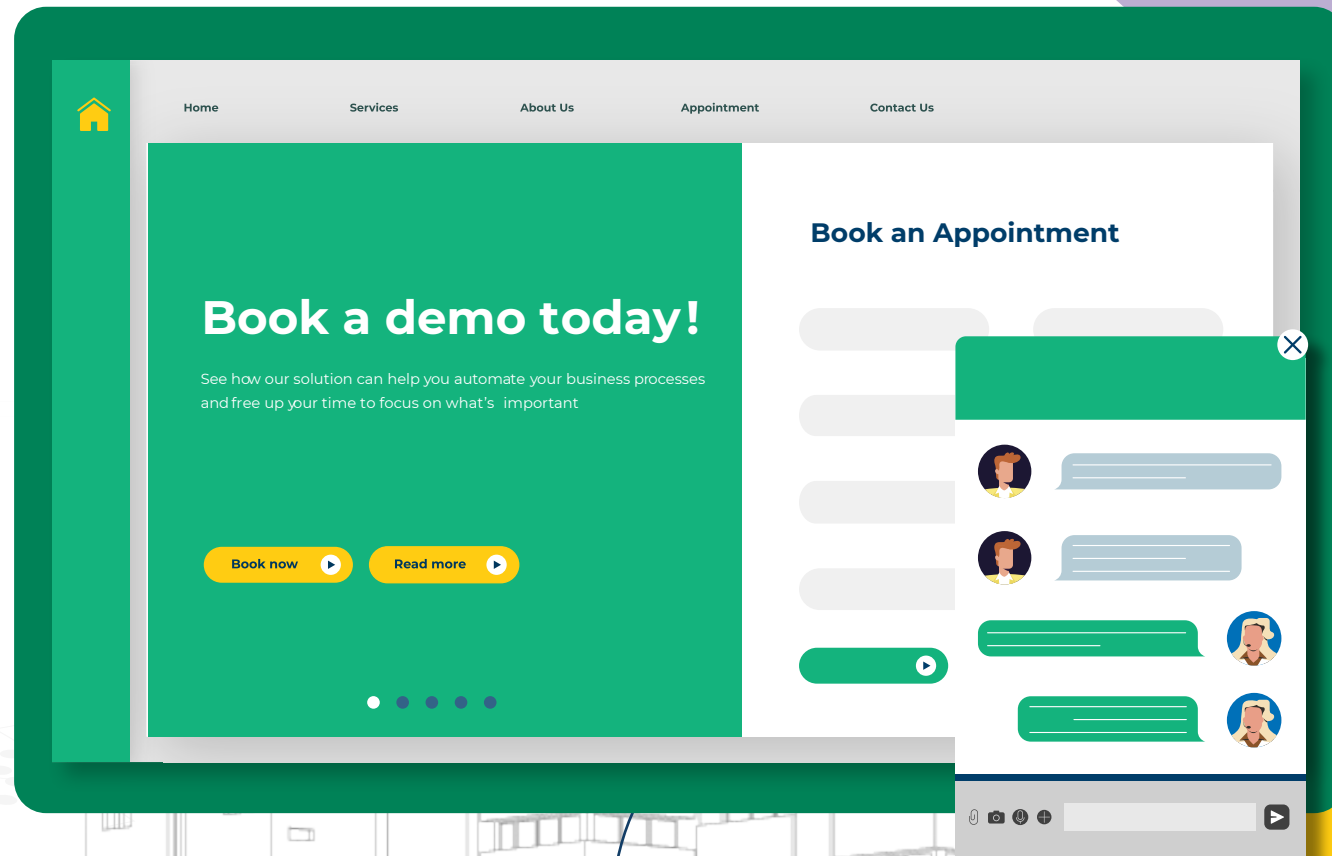
#### Questions

#### Client's Feedback



# Inbound, Digital, and Content Marketing

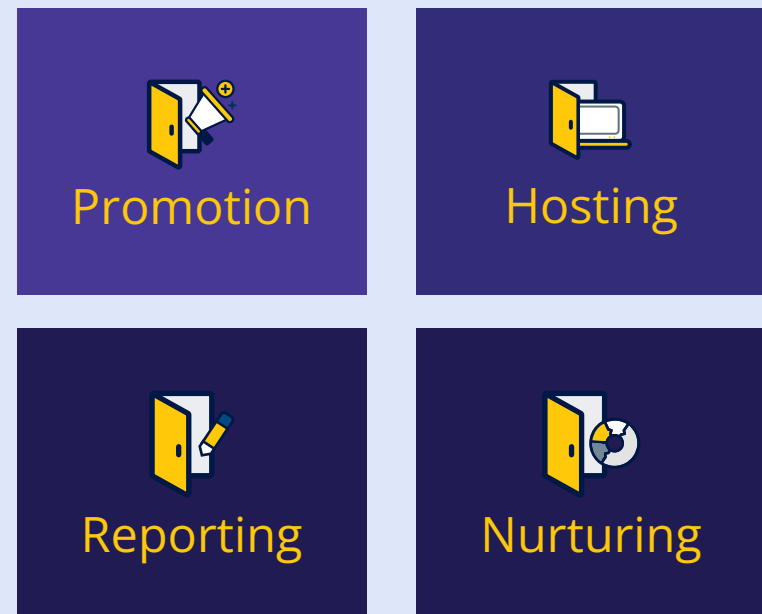
AWARENESS



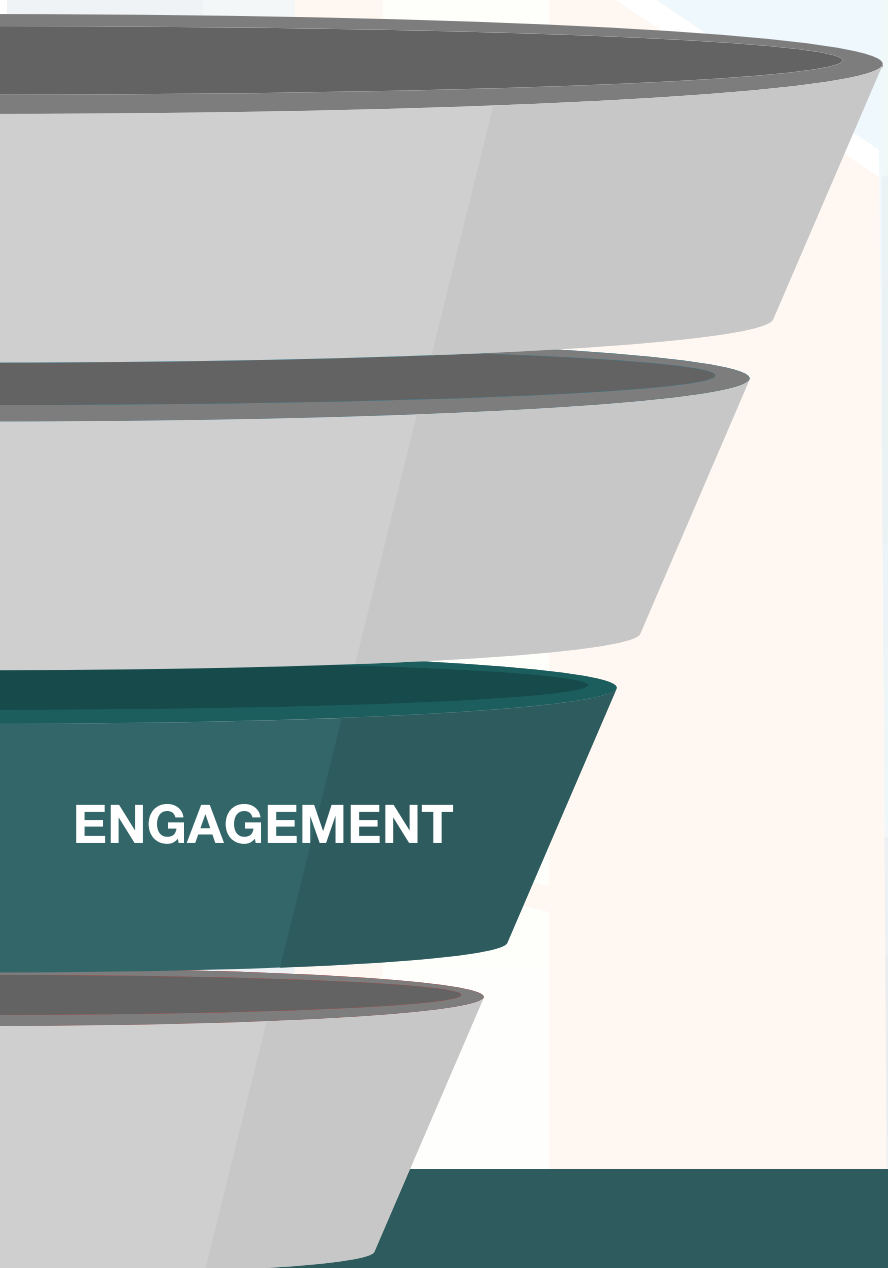




## Lead Generation for Virtual and Live Events



# Multi-channel Customer Prospecting



Website

Chat

Events

Voice

Social

Email

Instant Messaging

Instant Messaging

# Lead Conversion and Handoff



CONVERSION

# Sales and Marketing Alignment

## Handoff Brief

New Appointment 

**Cushman & Wakefield**  
6130 Sprint Parkway, Suite 125  
Overland Park KS 66211

**Monday June 26, 2023**

PROSPECT INFORMATION

**Gary Schlotzauer**  
Director of Engineering

Phone 913.285.5810  
Direct 913.285.5810  
Mobile -----  
Email gary.schlotzauer@cushwake.com

COMPANY INFORMATION



Website <https://landing.aspiriakc.com/the-new-offices-at-aspiria/>  
Location Type Single Location

AGENT APPOINTMENT NOTES

Had a LinkedIn conversation with Mr. Gary Schlotzauer, the Director of Engineering at Cushman & Wakefield. He said that they are both focusing on Teams and Office 365 with around 12,000 users globally. Gave an overview of Vantage DX and he expressed interest to further discuss. He agreed to have an online demo with our Product Expert on the 26th of June at 12:00 PM ET. All details were verified.

DISCOVERY QUESTION:  
1. Which business application are you focusing on right now, Teams or Office 365?  
Answer: They are both focusing on Teams and Office 365.  
2. Do you know the approximate number of Microsoft 365/Teams users you have?  
Answer: They have around 12,000 users globally.

## Engagement History

 Engagement History 

**Call**

**Gary Schlotzauer** Mar 9, 2023 5:23PM  
Spoke with Gary Schlotzauer and gave an overview of Cushman & Wakefield.



**Social Media (LinkedIn)**

**Hi, Gabby** Jun 10, 2023 1:30 AM  
I am willing to meet with you guys informally to see what you have to offer. We are not currently looking to invest in any new software but are interested in new innovation as we prepare for 2024. That time does not work for me but I am free on 4/13 from 1 until 3 CST.

**Email**

**Email Sent** Jun 17, 2023 8:12 AM  
What Are Synthetic Transactions For Real-Time Detection?

## Sales Introduction Copy and Workflow

To: Gary Schlotzauer

Subject: A Personalized Approach

Hi Gary,

I wanted to send a quick email to introduce myself and show how we can be working closely with you moving forward. We have solutions that address your specific needs and help you achieve your goals.

From what I've initially learned, it's evident that you are looking to understand the importance of finding the right solutions for your business.

**1. Email**

**2. Social Media (LinkedIn)**

**Recommendation on Sales Engagement: Multichannel Sales Cadence to Close the Sales Deal with Gary Schlotzauer from Cushman & Wakefield**

**Timeline:** Immediately after the LinkedIn conversation

**Approach:** Send a personalized email to Gary Schlotzauer, expressing gratitude for the conversation and highlighting the points discussed. Provide more details about the online demo scheduled for June 26th. Attach relevant product information and case studies showcasing the benefits of our SaaS Software for Teams and Office 365.

**Objective:** Re-engage Gary Schlotzauer, provide additional information, and confirm his attendance for the online demo.

**Timeline:** 2 days after the email


**Approach:** Send a LinkedIn connection request to Gary Schlotzauer, along with a personalized message mentioning his role at the upcoming online demo. Share a relevant article or industry insight related to Teams and Office 365 to demonstrate expertise and add value to the conversation.

**Objective:** Strengthen the relationship, keep the conversation active, and establish top-of-mind awareness.

**Timeline:** 1 day before the online demo

Send Draft

## Weekly Meeting & Lead Satisfaction Rating

Wed July 05 14:48:35 

**Smart Engage** Find accounts here...

Employee Size: 0-9, 100-499, 2000+, 500-1999 Area Code: 313, 310, 856, 770, 706, 401, 727.

Industries:





Database	Primary	Secondary	Total	Reached	Reached (%)	Ave. Actions
Accounts	1,216	1,014	2,230	2,230	100.00%	1.57
Contacts	2,101	1,014	3,115	2,864	91.94%	1.22

**Total Conversions 5 2.60%**

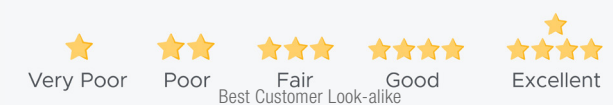
Opt-In: Marketing Qualified Leads 3

Social Media 2  
Voice 1  
Sales Appointments: 2  
Voice 1  
Email 1

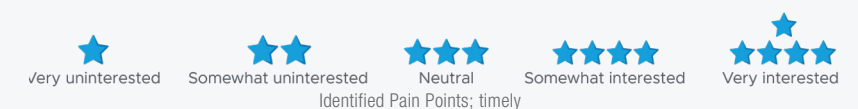
Channels	Actions	Engagements
Voice	Calls	213 Conversations 59 29.1%
Email	Emails Delivered	2263 Replies 2 0.1%
		Conversations 810 35.79%
Social	Clicks 293 12.95%	
	LinkedIn Invites 533 Connections 99 18.6%	
Social	LinkedIn Invites 481 Replies 64 13.3%	
	Total	3490 1327 38.02%

### Fit Level Rating




### Interest Level Rating



# Systems


**DATA**



zoominfo  
Apollo.io  
adapt  
zero bounce



**CONTENT**



Canva ChatGPT  
Keyword Tool vidyard®  
SEMRUSH

**AUTOMATION & NURTURING**



mailjet by sinch twilio zapier  
Linked in SALES NAVIGATOR  
LINKED HELPER Marketo™ An Adobe Company

**CRM**



Dynamics 365 salesforce  
HubSpot pipedrive™

# Clients



**Decades of Expertise**



**Global Reach**



**AI-first Solutions**





**Let's Talk!**

**Website**

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[info@callboxinc.com](mailto:info@callboxinc.com)

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