

SCHULTEN | PARTNER



Your voice
to the customer



+
Your Premium B2B
specialist in Dialogue Marketing

Marketcheck

In 2007 it took 3.7 cold calls to reach a new customer prospect on the phone. Today it takes already 8*

We support our clients with the aim to significantly increase the efficiency of their sales force resulting in a reduction of net customer contacting costs by more than 50%.

We focus upon the mid-market/SMB (small and medium businesses) customer segment of our clients for sales/marketing campaigns, as well as upon non-core business processes. For more than 25 years **S+P** has provided tailor-made solutions for its customers.

S+P is a company led and managed by its two owners, with an experienced management team and well qualified employees.

Typically clients of **S+P** are either leaders in their respective industries, or are innovative and fast growing specialized players. Our client's product portfolio is focused on investment or valuable durable goods or on services with a high added value.



* Source: Telenet and Ovation Sales Group

Your powerful service provider in areas such as



Conduction of marketing /
sales campaigns



Coverage of capacity
bottle necks



Benchmark setting with
internal or external partners



Outsourcing of Sales
and also non-core business
processes



Competencies

Main area of services rendered

S+P supports its clients in the process of new customer acquisition, as well as in reactivating existing but inactive customers predominantly in the B/C customer (non key accounts) segment. Furthermore **S+P** is rendering services for all relevant communication channels (Phone, Chat, In- Outbound, Email, ...) alongside the entire customer lifecycle. As an external service provider **S+P** supports its clients in sales and non-core business processes.

S+P is the ideal service provider for

- the execution of campaigns
- the coverage of capacity bottle necks
- the benchmarking with internal departments or external partners
- the outsourcing of sales and non-core business processes

Remuneration

S+P is offering to its clients either fixed or variable, but also success based reward (e.g. price per lead) schemes. Fixed schemes include price per FTE per month, whereas variable models focus on a price per task or action (e.g. price per call). Priority has our conviction to agree suitable solutions according to the needs and requirements of our clients by generating a noticeable added value for them.

+ Lead generation

+ Sales contracts

+ Sales appointment settings

+ Update of customer contacts

+ Collection of data privacy statements

+ Inside sales for sales organisations /
Key account managers

+ Outsourcing of sales admin processes

Nicola Bergmann
Key Account Manager

We understand the requirements of our customers and jointly develop with you optimal solutions

Our services add value for our customers



Multi-level
Lead generation



Reduce contacting
costs by up to 50%



Considerable increase
in rate of customer
appointment setting



Identification of
buying-center stakeholders



Our location provides a modern and professional office environment to clients and staff.

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About us

Successful dialogue marketing specialist for more than 25 years

S+P is a B2B specialist in dialogue marketing and has been operating for more than 25 years successfully in the market.

The **S+P** management team has realized a number of transactions successfully in the past and stands for the successful implementation of big, medium and small projects as well as for establishing long-term and sustainable customer relationships.

Our location in the very city center of Berlin offers to customers and employees likewise a modern and professional state of the art working environment.

S+P is an attractive employer and selects its employees project by project according to the customer requirements. The quality of our employees and customer specific trainings are key factors for our success.

S+P is a company led and managed by its two owners. For them sustainable success and the quality of S+P's people and the services rendered is of utmost importance.

Philosophy

S+P puts great emphasis on the development of sustainable and long-lasting customer relationships that bear on trust, quality and performance.

The identification with the customer's interest as well as a sounding knowledge of its challenges in their respective markets builds the common frame for a cooperation.

When combining this with the know-how of **S+P** we create the prerequisite for applicable and successful solutions.

The key success factor is the employee of **S+P**.

By applying a thorough assessment process, regular trainings, and conceding room for constant development, we achieve not only a high degree of competency, motivation and engagement for our people but also a high identification with our customers.

S+P's general principle is shaped by achieving a sustainable commercial success while acting in compliance with acknowledged business ethics.

Jens Haefker
Operations Manager

Cornerstone of the joint success is our demanding aspiration for an excellent quality and a 100% identification with our customers' interests

Key success factor: our employees



Thorough assessment process,
regularly training



High level of competency,
motivation and engagement



High degree of identification
with the customers' business



High degree of employee
satisfaction = **high degree**
of customer satisfaction

Cases



Only 2% of all calls result in sales appointments.

Source: Lead Job

In a typical company with 100-500 employees an average of 7 people is involved in procurement decisions.

Source: Gartner Group

So called nurtured leads (multi-level lead generation) result in an increase of 47% in revenue, as compared to non nurtured leads.

Source: The Annunitas Group

80% of all contracts signed require at least 5 follow-up customer calls after the first sales presentation. However 44% of all sales people give up after the first attempt.

Source: The Marketing Donut

Result:



Demotivated salespeople and high costs for the appointment generation.

For sales organizations of complex products and solutions it is of big importance to understand, who the decision takers are and what functions they execute.

Revenue potentials are not fully utilized, if sales organizations do not apply the nurtured lead process.

Lack of rework by the sales force and the premature termination of follow-up calls lead to unexploited customer potentials.

S+P solution:



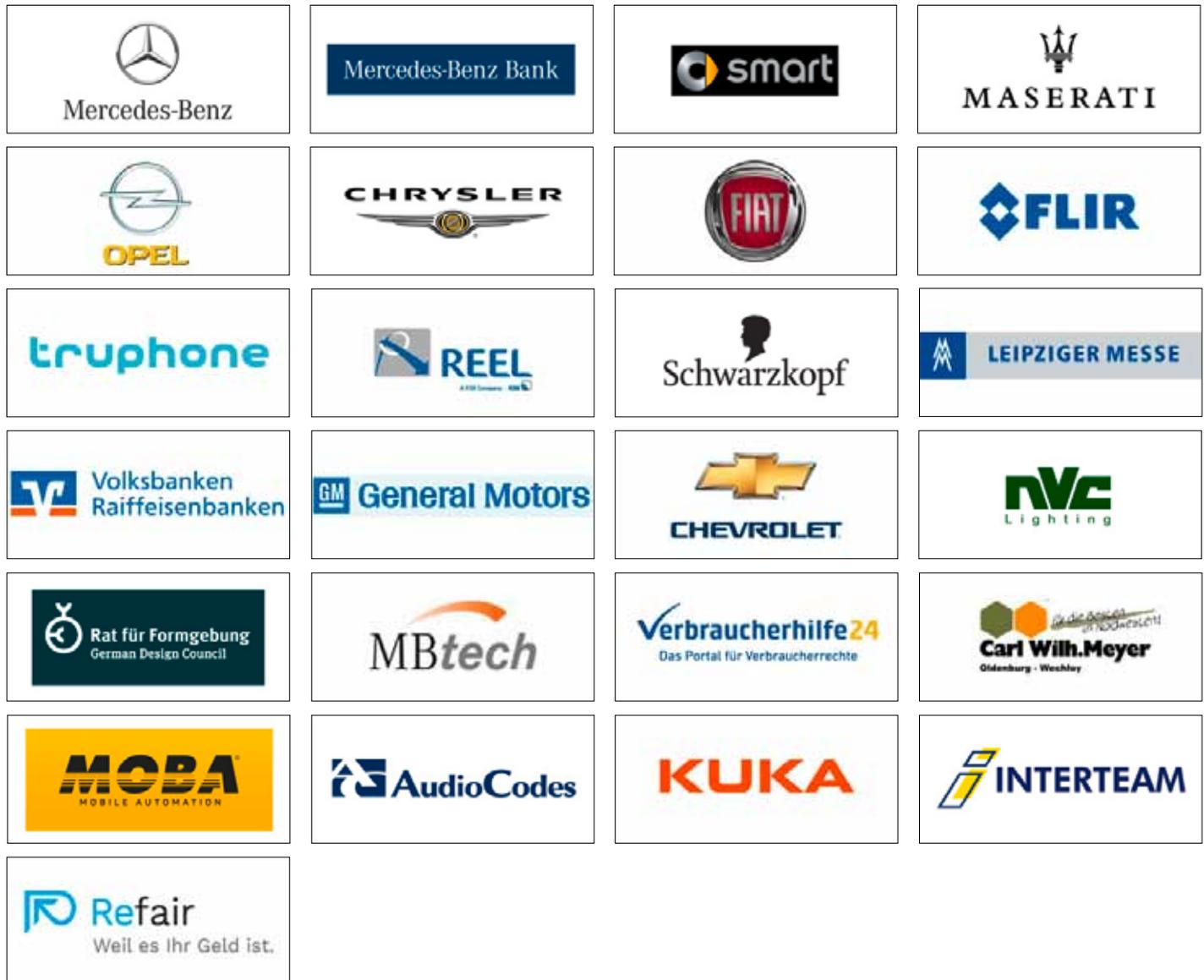
We succeed to increase hit-rates for appointment settings in excess of 5% even for new customer prospects by applying targeted measures and depending project by project.

As part of our lead generation process we identify the stakeholders of the buying-center.

We can embed the process of demand nurturing within the lead generation process in order to significantly increase sales success

We support sales organizations in the follow-up process with the aim to exploit the maximum sales success possible.

Credentials (in extracts)





We are pleased to develop jointly with you your requirements for sales and non-core business processes and to structure the optimal pathways for solutions.

Just speak with us.

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