

Better Prospecting with Marketsync Sales Fulfillment

Assistants screen calls. Executives delete emails and voice messages. No wonder salespeople say prospecting is their number one challenge.

Did you know that executives are 12 times more likely to open a package than to read an unsolicited email or take a cold call?

Salespeople who use Marketsync get more executive conversations, faster. Marketsync simplifies prospecting by enabling salespeople to send personalized letters, collateral, print-on-demand materials, and even gifts to potential customers. Marketsync handles printing, assembly and shipping, tracks each letter or package until it's delivered, and creates an audit trail in Salesforce. Combined with coordinated email and phone follow-up, Marketsync helps salespeople cut through the clutter and **connect with decision makers 30% of the time or more.**

Companies like Egencia (the corporate travel arm of Expedia, the leading travel website), ExactTarget (a global leader in email and cross-channel interactive marketing), and Marketo (one of the fastest-growing SaaS companies of all time) have transformed their prospecting process with Marketsync Sales Fulfillment. These industry leaders understand the contribution direct communications makes to qualification and prospecting – and they're seeing the results on their bottom line!



Timely, Personalized

- Customize package content for each prospect
- Combine on-demand printing and custom assembly
- No minimums; send one or a thousand
- Letters and packages can ship the same day



AppExchange Program
PARTNER

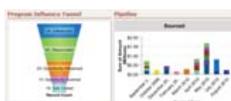
Built into Salesforce CRM

- Common user interface makes Marketsync easy to learn and use
- Send a personalized letter or package in just two clicks
- All data stays in one place - no importing or exporting
- Single-sign-on security



Tight Workflow Integration

- Create an end-to-end prospecting program
- Trigger emails and follow-up tasks
- Synchronize sales activities with real-time package delivery
- Automate customer life cycle management



Executive Visibility and Measurement

- Track and analyze campaign results
- In-depth measurement of prospecting efforts
- Increase accountability against key performance metrics

How It Works

Marketsync is designed specifically for sales teams. It integrates seamlessly with Salesforce CRM and is easily installed via the AppExchange. Salespeople send personalized letters and packages to their prospects with just two or three clicks, or send correspondence automatically via integration with Salesforce Campaigns and Workflow. Follow-up emails and tasks can be coordinated via Salesforce Workflow, enforcing sales best practices and helping salespeople get through to prospects early in the sales cycle.



“We get through to ‘C-level’ prospects early with Marketsync.”

Jon Miller
Vice President, Marketing
Marketo

“I love this tool and use it every day!”

Selena Knievel
Sr. Premier Services
Executive
Egencia

“We see larger deals and faster close rates with Marketsync.”

D. Wayne Poole
Senior Vice President,
Sales & Client Services
ExactTarget

10 Ways Marketsync Drives Revenue

- 1 **More executive conversations**
Capture the attention of C-level prospects and decision makers
- 2 **Shorter sales cycles**
Engage higher in the company from the beginning of the sales cycle
- 3 **More prospecting activity**
Make it easy and sales reps will prospect more
- 4 **Better prospecting results**
Break through the clutter to get better results and more deals
- 5 **Pursue and qualify every lead**
Follow-up is easier and faster
- 6 **Full brand control**
Consistent, up-to-date messaging guaranteed
- 7 **Automate sales processes**
Streamline customer life cycle processes
- 8 **Monitor, measure and analyze**
All activity captured in Salesforce
- 9 **More time for revenue-generating activities**
Less paperwork and administration, more time to sell
- 10 **Build stronger relationships**
Personalized communications build relationships