

Marketing Advance Recruitment for Sales

M A R S

Via Call

*effective Marketing
Solutions*

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*effective
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What is **MARS** ?

- *It is a marketing tool in assistance of:*
 - Marketing departments for developing new strategies;
 - To define target groups;
 - Trade departments to increase the efficiency of trade representatives;
 - “Hidden intelligence” for the needs of your potential customers;



What gives you **MARS**?

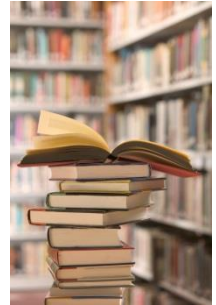
- *Information about:*

- Acquaintance with your and other brands
- Competitors – what and how to offer it
- About your potential and present customer's need
- About intentions of your potential and present customers
- About new products and services that you could develop and offer

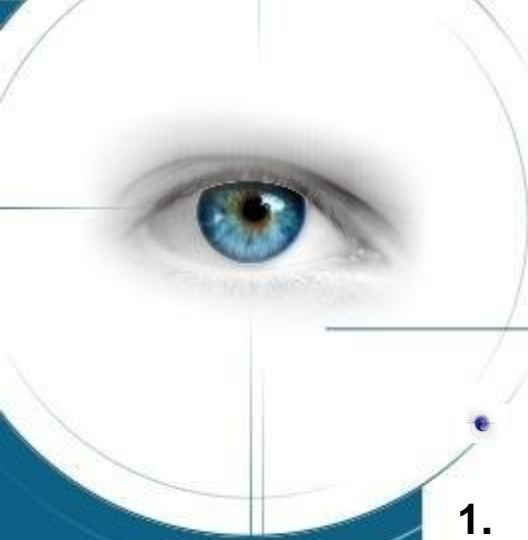
How does **MARS** it?

Phase 1 selection

1. **Make a database** on given by customer criteria
2. **Contact with companies** – people that make decision about using and buying the relevant product or service on the phone
3. **On the territory of Bulgaria**
4. **Invitation** to participate in marketing survey via email or phone call



*The
service
has three
main
phases*



How does **MARS** work?

Phase 2 - Information

1. **Interviews** making or data collection



2. **Interviews** by contacting companies, to define intent or barriers for collaboration or purchase a product or service



3. Revealing the potential for a **business**



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How does **MARS** work?

Phase 3 – Analysis

1. **Data analysis**
2. Discovering the **needs of potential customers**
3. Guidance on the appropriate strategy for **recruiting new clients**



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Complex service

Apart from “intelligence” about your Customer’s need, we will help you by creating an analysis in convenient for you format in order to understand “the message of Your Customer” easy.

We want to tell you many things but your time is expensive!