

Jeffrey P. Bosworth
Outsourced Fractional VP Sales & Marketing Director
www.jeffreybosworth.com

I work directly with C-Level Executives with the *Tools, Training, and Technique for marketing to augment sales* and drive accurate pipeline reports and recurring revenue, with highly motivated associates on-board to carry out detailed objectives.

Scaling a recurring revenue, valuation-based, organization can sometimes be difficult when enterprise-level sales and marketing people can be difficult to locate, hire, and motivate to monetize a proactive brand.



Here are some reasons to consider speaking with me about scaling your sales and marketing objectives, and assisting you to monetize your brand:

- **CRM** – Even enterprise-level salespeople need tools to sell with. And C-Level Management/Ownership needs accountability for their sales pipeline. I help create the most effective- selling tools (e-mail/voicemail scripts, landing pages etc.), sales pipeline management training, and genuine techniques to reach out to qualified prospects in an effective and timely manner.
- **Marketing** – As a seasoned Digital/Internet Marketing Professional, I work with your team to effectively create on-line tools that enable a sales team to consistently keep track of a potential buyer’s journey. Every click matters to the sales process, and marketing should consistently be driving potential prospects into CRM for salespeople to close on.
- **USP/Competition** – Positioning your brand for on-going success means out-marketing and out-selling your competition. By creating a USP (Unique Selling Proposition) that differentiates you from your competitors, our processes generate more opportunities for your salespeople to demonstrate the effectiveness of your product/service to prospects.
- **Coaching/Mentoring/Motivation** – It has been well-documented that team associates (employees and others), want to be on a winning team. They need and want direction from Senior Management and want to be inspired to carry out detailed objectives. I work directly with C-Level Management/Ownership to create an atmosphere of team, passion accountability, and productivity.

I genuinely appreciate the opportunity to speak to you about your on-going Sales and Marketing objectives. Please consider stopping by my web site at www.jeffreybosworth.com to learn more or call me directly at [888.418.4364](tel:888.418.4364).