

Green New Business

The GREEN in Green New Business



Why green?

At Green New Business, we are committed to the noble pursuit of conscientious new business development. In the same way that other “green” companies are committed to saving the environment, we are committed to saving the sales pipeline and conserving sales resources. We created the Green New Business Process to challenge the amount of time, energy, money and creativity spent in the pursuit of new business. As a result, we have created a more natural and conscientious way to build your business that focuses on feeding the pipeline.

RECYCLE contacts

NURTURE leads

CONSERVE resources &

SUSTAIN sales efforts

You will **SURVIVE** the Competition

Why Go Green?

Years of executive-level business development has taught us that if you consistently:

Recycle:

Through experience, we've realized that most businesses throw away valuable opportunities. We strongly believe that you should reach out to your former clients, customers, prospects and contacts and get them back into the sales cycle.

Nurture:

Does your sales team have the resources, knowledge and support that they need? We strongly believe that a well prepared sales team with the right resources is the best way to build an effective sales strategy.

Conserve:

Most sales operations are wasting time, energy and money in the pursuit of new business. We strongly believe that the right partnership is a GREEN NEW BUSINESS

Sustain:

Too many sales plans are short-sighted. Chances are your sales cycle should be longer. We strongly believe that a longer pipeline is a stronger one.

Survive:

As in nature, the fittest survive. Business is based on competition but too many times we engage in competition with the wrong rival. On a similar note, we often create too large a niche and let in too many competitors. We strongly believe that you have to define your niche in order to attract your ideal customer.

After years of experience as b2b sales professionals, we are ready to jump-in and begin acting as an extension of your sales operations. Here's a sample of some of the services we can implement to save your pipeline and sustain your sales efforts:

- Phone Prospecting, Phone Sales, and Appointment-setting
- Prospect Research
- Database and Pipeline Development
- Sales Follow-up and Support of Sales Operations
- Sales Coaching and Evaluation
- Inside/Out Audits
- Listening Skill Enhancement and Role-Playing
- E-Mail Campaign Development

Re-energize your pipeline with a steady stream of qualified inquiries and stop wasting time, energy, and resources in the pursuit of new business.

Saving the pipeline – one prospect at a time.