



# WaveCloud

## Customer Engagement Services

### New Challenges, New Opportunities

To carve out your own space in a highly contested market requires a greater level of responsiveness and engagement.

While organizations are open to new brands and solutions to help them address their challenges, the ability to connect with them at the right time is difficult.

Marketing faces significant challenges with today's buyers, they have more options, require more energy to reach, and a substantial number of them change jobs every year, resulting in outdated databases.

Marketing teams rely on their internal sales teams to follow up on leads generated. However, salespeople are busy supporting their biggest clients with little time to engage leads. Even large industry trade shows aren't seeing the follow up required. It takes more time than salespeople have available.

*Salesforce.com research cites the average salesperson only has 34% of their time allocated to selling, with 66% spent on internal meetings, travel, and administrative tasks.*

### Dedicated Marketing Resources

Wave Representatives mission is to become Your Best Partner, and we fulfill this challenge by focusing on enhancing sales and marketing workflow and delivering growth.

WaveResearch™ - We offer dedicated researchers who generate high quality contacts based on your ICP - Ideal Customer Profile. Focused on the right potential clients, helping you to grow your footprint with a wide range of verticals.

WaveOutreach™ - Outsourced Sales Development Representatives are dedicated to your business and managed by Wave Representatives. Your SDRs can quickly engage with new accounts, follow up on inquiries, and trade show events. Equipped with the latest technology stack to help them connect with hard to reach contacts, qualify, and schedule meetings.

WaveInfluence™ - Our content marketing services benefit businesses of all sizes. Backed with industry knowledge, we provide an additional resources for your in house marketing team to test messaging, promote events, create content and amplify your voice in the marketplace.

By partnering with Wave Representatives to compliment your inbound and outbound marketing energies, we can create a significant return on your efforts. Our experience reaching key decision-makers enables us to position your company with new vertical markets, end users, and channel partners.

Recognizing the need for dedicated, highly specialized teams, Wave Representatives developed the following services to address the challenges businesses are facing today. By employing these services, you can now engage with new customers through strategic outreach and stop losing potential business due to poor follow-up.

<b>WAVECLOUD CUSTOMER ENGAGEMENT SERVICES</b>	<b>WAVERESEARCH</b>	<b>WAVEOUTREACH</b>	<b>WAVEINFLUENCE</b>
	Monthly Priced Per Person	Monthly Priced Per Person	Monthly Priced Per Person
<b>WaveResearch</b>			
ICP Targeting	●		
Account Creation	●		
Contact Creation	●		
Data Enrichment	●		
Contact Validation	●		
Email Validation	●		
Event Data Verification	●		
CRM Data Verification	●		
<b>WaveOutreach</b>			
Outsourced Sales Development Representative		●	
Dedicated		●	
Your @domain.com		●	
MQL/SQL Qualification		●	
Pre/Post Event Outreach		●	
Cadence Development		●	
Appointment Setting		●	
Multi-Channel Outreach		●	
<b>Influence Edition</b>			
Content Marketing Services			●
Copy Writing			●
Blog			●
eBooks			●
Case Studies			●
Website Copy			●
Newsletters			●
Social Media			●