

# Customer Engagement

Dedicated WaveCloud Outsourcing Solutions





## **WaveResearch**

Wave Representatives helps manufacturers grow and acquire needed personnel without the cost burden associated with hiring in-house. Besides the hiring process, salary, health benefits, employment insurance, there is also the physical workspace, needed equipment, software licensing, administration, HR, and IT support.

WaveCloud provides remote outsourced teams managed by us, that utilize our facilities and software tools, providing all the benefits of obtaining additional personnel without the overhead.

We've built WaveCloud to engage each phase of the customer journey. Since each manufacturer has unique target markets where they excel, Wave Representatives begins with your Ideal Customer Profile (ICP). Never again waste time and money on purchasing outdated lists, instead let a dedicated researcher create the perfect Account-Based Marketing (ACM) database using realtime data.

**WaveResearch** - is a dedicated inside role that actively searches for new accounts and contacts. Your Researcher can also scrub existing CRM and Marketing Automation databases providing your marketing department with clean and accurate data.



## **WaveOutreach**

Building on actionable data, dedicated **Sales Development Representatives** provide personalized customer engagement. Equipped with a powerful technology stack, we help you develop a successful playbook strategy and messaging while managing your team's performance.

With Outreach, your dedicated Sales Development Representatives will provide your direct sales teams with more time to advance sales opportunities, support top-performing partners, and grow pipeline.

Marketing Managers now have resources for real-time inquiries, professional pre and post-event outreach, vertical targeting, channel partner communications, A/B message testing, and more.

**WaveOutreach** - is a dedicated inside sales role (Sales Development Representative) that actively supports your sales and marketing initiatives. We hire, equip, manage and report on their activities so that you can focus on your business. We see substantial gains in follow up on trade shows, local events, website inquiries, end-user marketing, channel partner communication, and generating Sales Qualified Leads (SQL).

## { } **WaveInfluence**

Great messaging is the heartbeat of any organization; it cuts through perception and misinformation to deliver the last word on the brand. Messaging is a marketing pillar and requires constant refinement and momentum to ensure that the message makes it through a noisy and forgetful world.

WaveCloud provides you with the needed assistance to drive branding and create engaging content. Your dedicated Influencer will help drive marketing qualified leads (MQL's) through blog content, social media updates, campaign development and event promotion.

**WaveInfluence** - is a dedicated inside content marketing professional that provides needed assistance on sales and marketing initiatives for manufacturers. Influence is a perfect complement to marketing departments who want additional help without necessitating the enormous infrastructure costs when bringing on direct marketing assistants.

These three services comprise the first layer of our sales and marketing services. We're delivering dedicated resources that our analysis shows Manufacturers need most, backed with unmatched industry knowledge and KPI driven metrics.

To learn how WaveCloud sales and marketing services can benefit your company, inquire today on our website [www.wavereps.com](http://www.wavereps.com).