



WaveCloud

Customer Engagement Services

Why WaveCloud

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have more options, require more energy to reach, and a substantial number of them change jobs every year, resulting in outdated databases.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

You need dedicated resources that can bridge the gap between sales and marketing.

WaveResearch™ - Our researchers 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™ - Sales Development Representative(s) who can quickly engage with new accounts, follow up on inquiries, and trade show events. Equipped with the latest technology 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.

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.

By partnering with Wave Representatives to compliment your inbound 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 event follow-up.

WAVECLOUD CUSTOMER ENGAGEMENT SERVICES	WAVERESEARCH	WAVEOUTREACH	WAVEINFLUENCE
	Monthly Priced Per Person	Monthly Priced Per Person	Monthly Priced Per Person
WaveResearch			
Account Research Services	●		
Account / Contact Creation	●		
Lead / Project Discovery	●		
Vertical Targeting	●		
MQL - Verification	●		
Database Intelligence	●		
Email Verification	●		
Contact Validation Service	●		
WaveOutreach			
Sales Development Services		●	
Lead Qualification / Registration		●	
Opportunity Lifecycle Management		●	
Solution Design Coordination		●	
SQL - Verification		●	
Project Reporting		●	
Pre/Post Event Outreach		●	
Channel Development		●	
Influence Edition			
Content Marketing Services			●
Blog Content			●
Video Marketing			●
Social Media Promotion			●
Email Marketing			●
Lead Nurturing			●
Event Promotion			●
Statistics / Reporting			●