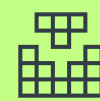


# READY, SET, GROW WITH TTEC SALES INCUBATOR

**Rapid growth is exciting yet daunting.**

Many organizations are on the edge of innovation, but they need the right partner and approach to make it happen. The TTEC Incubator Model turns your business needs into a proof-of-concept program that drives revenue growth. See how!

## 1 READY Our incubator supports your teams and technology every step of the way...



**Launch Sales Program**  
 Dedicated Team of Sales Associates  
 Sales Program Support Structure  
 Integrated TTEC Technology Bundle  
 Develop Sales Campaigns



**Baseline Program Metrics**  
 Baseline Program Metrics  
 Baseline Training Outcomes  
 Baseline Coaching  
 Baseline Technology Integration  
 Lead Quality Feedback



**Execute Sales Campaigns**  
 Perform Lead Campaign Management  
 Program Reporting and Voice-of-Customer Insights  
 Partnership Review Meetings  
 Advanced Analytics



**Program Optimization**  
 Use feedback loop to provide strategic recommendations:  
 Sales Campaigns  
 Program Structure  
 Technology Integration  
 Training Curriculum  
 Growth Path



**Scalable Growth**  
 Create a holistic scalable solution  
 Identify client outcomes including, ROI/TCO

## 2 SET ...at any point of the sales journey

|  |   |           |
|--|---|-----------|
| Product/Solution marketing/<br>Market validation/reception                 | 1 | Awareness |
| Identify prospects<br>Create smart list – fit & intent                     | 2 | Discovery |
| Touch cadence – channel of choice<br>Qualify leads / define prospect needs | 3 | Engage    |
| Set initial meeting<br>Presentation / evaluation                           | 4 | Act       |
| Set initial meeting<br>Presentation / evaluation                           | 5 | Negotiate |
| Close the deal   | 6 | Convert   |
| Onboard / deliver solution<br>Account management / grow spend              | 7 | Loyalty   |



Incubator programs are customized to fit the needs of your business. Whether it's an inbound program closing digital marketing leads or an outbound cold-calling campaign to build the top of your funnel, we have you covered.

## 3 GROW Discover areas of opportunity

### SALES TRAINING:

**2X**

Reach productivity threshold fast by leveraging speech analytics in training

### REPORTING AND ANALYTICS

Hitting productivity

**2X**

Faster, improving agent efficiency by

**28%**

### COACHING AND DEVELOPMENT:

Net revenue per chat

**\$9-\$18**

CSAT

**72%-82%**

### NURTURING A CONSULTATIVE SALES CULTURE

**(25-45%)**

Increase in activation of accounts

\*all stats are client results

### CASE STUDY

Bring us your product or service and we'll drive revenue

The world's largest internet company:



Grew from

**16-600+**

associates in 5 countries



Generated

**\$1B**

in revenue across 10 lines of business

### Outcomes



Increased Revenue & Market Share



Influence Decision Makers



Sales



Appointments



Retention



Increased Spend



Qualified Leads



Brand Awareness



Net New Customers



Stand out from the crowd with a sales program that extends your brand and accelerates growth

**LEARN MORE**

Connect with our growth experts at [cx@ttec.com](mailto:cx@ttec.com) to get started today