

# HELLO AMIGO!

## Some fast-facts about your markets

OF THE **5.7 MILLION** BUSINESSES IN THE UK, WHERE ARE YOUR POTENTIAL BUYERS?



Collectively they spent **£184bn** on Tech in 2018

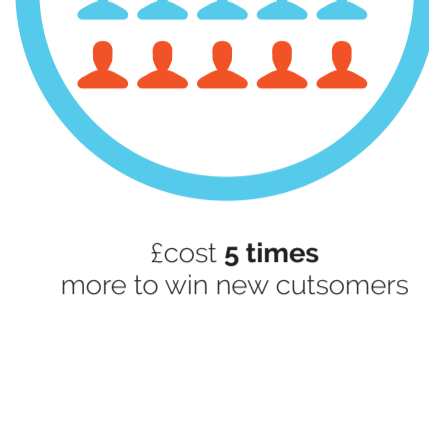
\* Source International Trade

### AND WHAT ABOUT THE UK SELLERS?

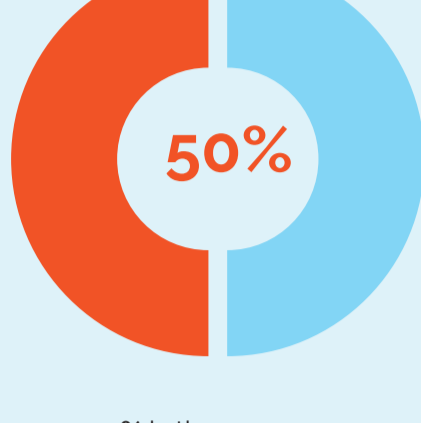
More than 1/3 of the fastest growing tech vendor companies are here in the UK

There are c.28,000 VARs, SI's and MSPs selling IT & Security related products and services, not to mention the vendors who sell direct

Competition for a buyer's attention is **HIGH**, they're **INFORMATION HUNGRY** and **TIME-POOR** so don't waste their time



### Emails don't cut it...



Events are a turn-off...



Cold calling doesn't connect...

**41%** of buyers deemed as **time-wasters** by sellers go on to buy in **18 months**

### WE ASKED BUYERS WHAT IT'S LIKE IN THEIR WORLD

Source: The Amigos Network Focus Groups 2019



### WHAT'S STOPPING YOUR AMBITIOUS BUSINESS BUILDING RELATIONSHIPS?

#### BARRIERS TO SUCCESS



### TIME TO SHAKE THINGS UP ...

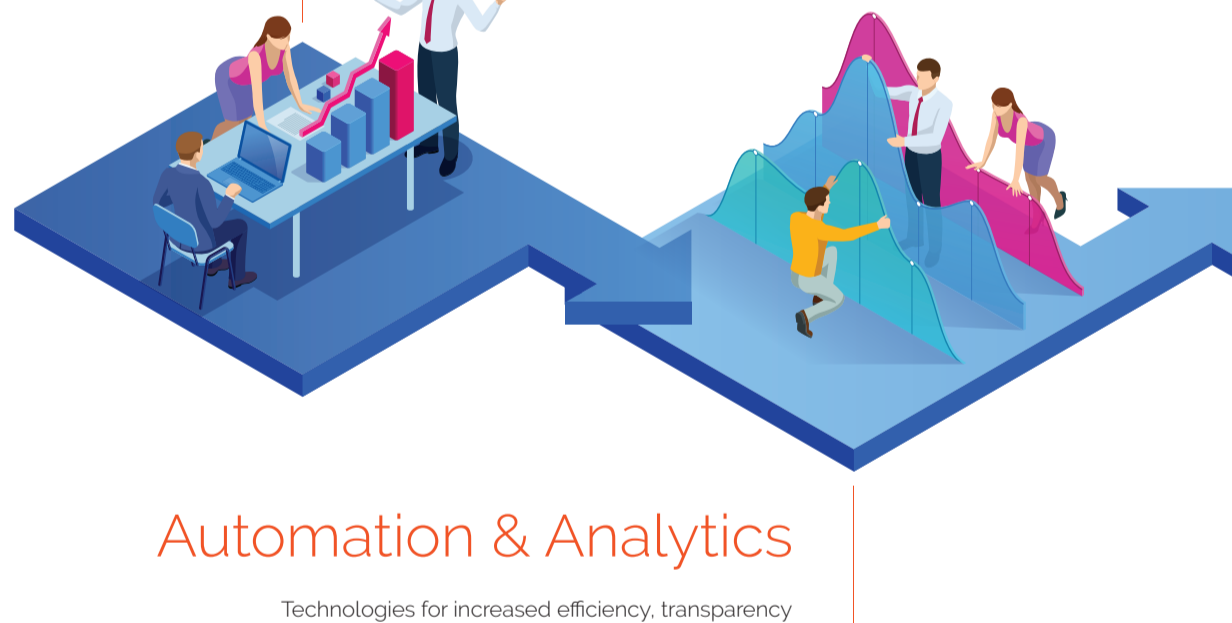
Focus on **RELATIONSHIPS** and building **COMMUNITIES**, not quick flings

HOW? Through a seamless combination of marketing, sales and clever technologies, for greater science, sustainability and market share.

#### 01 Business Readiness

Strategic planning for making new and the development of existing markets:

- Market Strategy:** Growth Objectives, Market Positioning, Brand Performance, Proposition & POD, Contact Strategy
- Sales Planning:** Sales Vision, Conversion Ratios, Deal Size, Sales Cycle, Market Segmentation, Annual Operating Plan



#### Automation & Analytics

Technologies for increased efficiency, transparency and market intelligence:

- Marketing Automation:** CRM, Analytics, Content Distribution (CDN), Workflow Automation, Channel Portal, Mobile App

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#### 03 Campaign Execution

End-to-end implementation, management and delivery of market strategies:

- Campaign Planning:** Content Strategy, Media Strategy, Communications Plan, Campaign Direction & Management
- Campaign Execution:** Content creation (stories, White Papers, social, & online content), Email, Telemarketing, Social, Online, Events



#### Lead Development

Development of new leads and prospects and coordination of sales conversion:

- Internal Sales Resource (ISR):** Lead nurture, Lead allocation
- Sales Coordination:** Maintenance of prospect community, Lead progression and performance, Vendor coordination, Measurement & Reporting

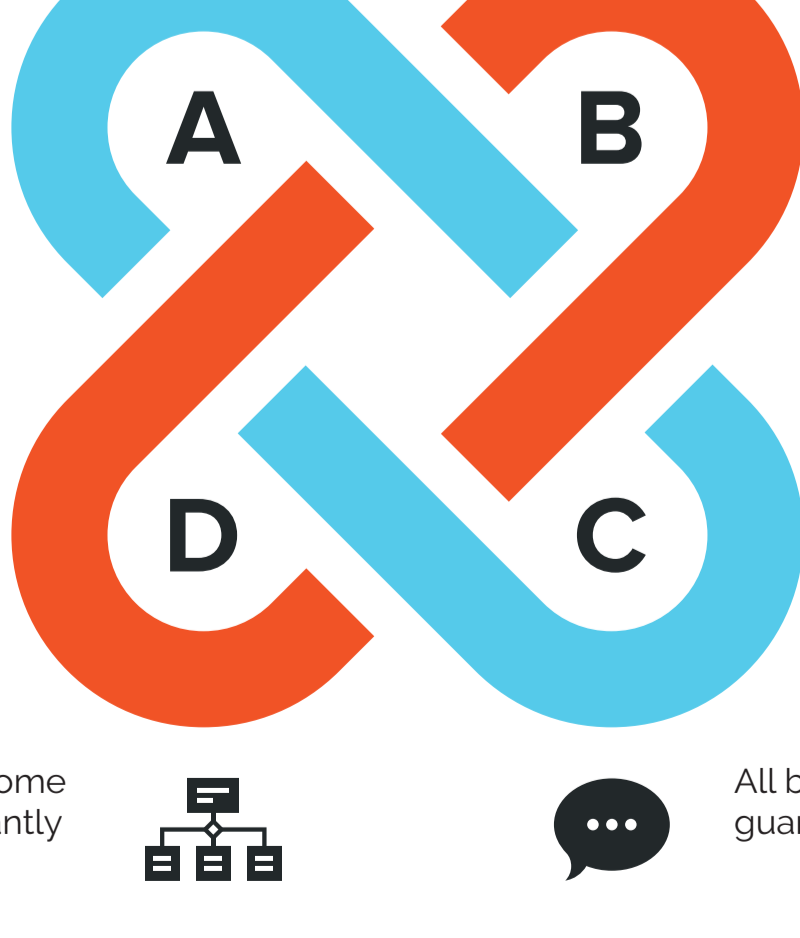
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### THE VALUE IN CLICK & COLLECT – MARKET-MAKING AS A MANAGED SERVICE

A single monthly fee includes all the technology, disciplines, content and resources required



Best-in-class execution



Leads that come with significantly more value



All backed by a guaranteed SLA

GET STARTED. DITCH QUICK FLINGS AND MAKE FRIENDS, WITH BENEFITS

Email: [shelley.hirst@theamigosnetwork.com](mailto:shelley.hirst@theamigosnetwork.com) | Web: [www.theamigosnetwork.com](http://www.theamigosnetwork.com)

Tel: 44 (0) 7701 024066

Adios amigo, we hope to hear from you soon!