

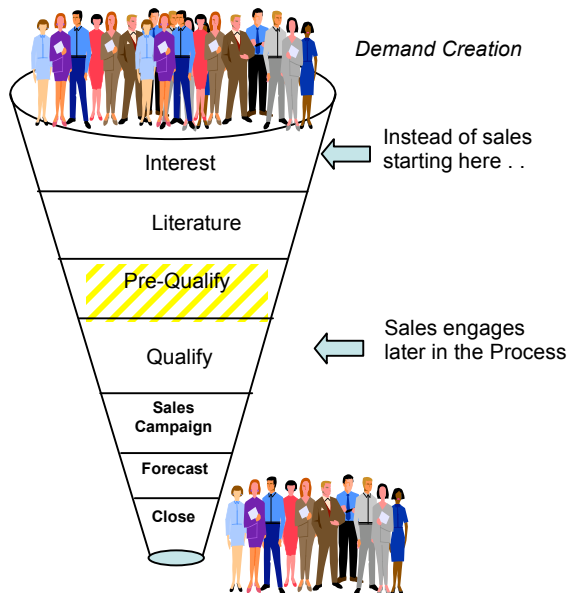
**SHIWANA Inc helps companies increase revenues and improve sales effectiveness.**

Shiwana's *Qualify It!* process can "turn your leads into gold." Our on-demand service identifies qualified prospects by pre-screening inquiries generated by *your* marketing department. With pre-qualified leads, your salespeople can more spend time with serious buyers, convert more leads into sales, and make sure new opportunities don't get overlooked. We don't do lead generation, we make the leads you generate, better.

There is a disconnect between marketing and sales organizations when it comes to lead qualification. Marketing gets frustrated because some of the best leads they generate are never pursued while salespeople only want leads with real potential. If you ask your VP Marketing they'll tell you "Salesmen rarely contact the people we give them, and when they do its always 4 weeks too late!" But the sales team is expected to produce and thus focus on near-term deals – they don't have time to follow-up on every inquiry. Inundated with too many unqualified opportunities salespeople usually look for buyers with the greatest potential; may waste time calling on window shoppers, or just don't call at all.

***QUALIFY IT***

*Qualify It!* addresses this age-old problem by qualifying and pre-screening marketing leads allowing your sales team to spend more time on true prospects. By adding a pre-qualifying step before the hand-off to sales, we bridge the gap between marketing and sales and can:



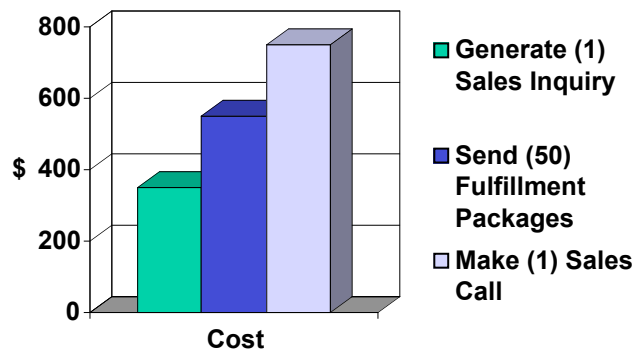
- Increase the number of qualified leads in the funnel
- Increase the number of deals closed
- Improve the productivity of your sales team.
- Reduce marketing fulfillment costs-- only pre-qualified prospects receive literature

Finding qualified sales prospects can be an expensive proposition. Experts say the average cost of generating a 'lead' can be between \$200 and \$500 when considering all of the marketing efforts including direct marketing, trade shows, seminars, etc. Sending a fulfillment package averages just under \$11.00, (yes, many companies still mail literature) so the expense adds up when marketing fulfills thousands of inquiries. And when considering the preparation, travel and actual meeting time, the cost of a face-to-face sales call can exceed \$750.

## EXISTING METHODS

Industry statistics have shown less than stellar results when employing telemarketing, cold calling, and email to generate 'qualified leads.' According to the Direct Marketing Association telemarketing requires an average of 8 phone calls to get through and over 85% of those contacted have no interest. A Seasoned Vice President of Marketing agrees but noted that telemarketing, given enough time and enough money, can ultimately get through.

Cold calling can be time consuming and costly. The industry says over 67% of all sales inquiries are not good prospects. If we average nearly 4 phone calls to connect with someone we know, why should we think salespeople will connect with a new prospect in less than the 8 calls that it takes a telemarketer? Sales people focus on near-term deals and time is their enemy. There is a better way to deploy their skills.



Finally, our experience is less than 20% of emails reach the recipient and even less get read. Companies have extensive security firewalls preventing even legitimate email from finding your contact. And when it does get through many consider it spam and delete it anyway.

Our Qualify It! solution overcomes the shortcomings of existing methods and depending on your company's marketing message and target buyer, can show a 3 to 5 times increase in the number of qualified leads.

**CONTACT US** to learn how "We turn leads into gold."